

Draft - subject to accreditation and change

Paper Reference(s)

XXXX/XX

Edexcel GCSE

Business Studies

Business Communications

Business and Economics

Unit 2: Investigating Small Business

Information

Please see the next page of this document.

Exemplar Controlled Assessment Tasks for Unit 2 GCSE Business Studies, GCSE Business Communications and GCSE Business and Economics.

Unit 2 is assessed by Controlled Assessment (internal assessment).

Teachers will be responsible for supervising the students' research and will also be responsible for supervising the writing up of the tasks, together with the marking of the work.

It is suggested that the time allowed for **research is approximately two curriculum weeks of time (maximum of 6 hours)**. The research - information/ data collection can be done under limited control.

Students will be allowed to use their research folders in the writing up of their task. It will be the responsibility of the teacher to keep the research folders securely between research sessions, and before the writing up session. The folders will be given to the students at the beginning of the **writing up** session, which should be **approximately one curriculum week of time (maximum of 3 hours)**.

The controlled assessment element of the qualification is centred round the encouragement of students to carry out research and investigation on an element of Unit 2 of the specification. They have to produce a piece of work based on the investigation carried out, and framed by a task that is designed to encourage the higher order skills of analysis and evaluation (AO3).

The students can choose any **ONE** task from the list below. It is appropriate for students from a centre to submit work from across the list of tasks. This list will change annually.

Students choose the task they wish and the centre will help guide candidates to finding an appropriate business to research and on which to base their investigation. The business could be local and should ideally, but not exclusively, be a small business. This allows the centre to contextualise the tasks set.

The results of the research and investigation carried out by the students will be collected together in a research folder and will be kept securely by the centre at all times. The folder will be given to the students and used in the writing up for submission.

The final writing up will be done under a high level of control. Students will have a designated session(s) - approximately 3 hours in total, in which to complete the writing up which will be subject to formal supervision and thus a high level of control. The students will submit their research folder with the writing up, for assessment.

ALL tasks will focus on the following key areas:

- Research information/data
- Present researched information/data
- Analyse presented information/data
- Evaluate the task using the analysis of the presented information/data

List of tasks

Choose *one* of the tasks below.

Task 1

What are the most important qualities that an entrepreneur needs to possess, in order to start up and run a business successfully?

You could:

- Identify a local entrepreneur
- Research Entrepreneurs (gather information/data)
- Design a Questionnaire or set of questions to ask a local entrepreneur (Questionnaire if Entrepreneur does not visit the school, list of questions(interview) if Entrepreneur does visit the school) to explore the relevant qualities of the Entrepreneur.
- Collect useful information/data
- Present useful information/data
- Analyse the presented information/data
- Evaluate the task using your analysis.

Task 2

What is the most important way in which a business you have chosen, competes with its rivals?

You could:

- Choose a local business that has at least one competitor in the locality.
- Research the competing businesses (gather information/data)
- Collect useful information/data
- Present useful information/data
- Analyse the presented information/data
- Evaluate the task using your analysis and suggest improvements.

Task 3

What is the most important way in which a business you have chosen, motivates its workers?

You could:

- Choose a local business and investigate its human resources management.
- Research HR management policies/processes/techniques (gather information/data)
- Collect useful information/data
- Present useful information/data
- Analyse the presented information/data
- Evaluate the task using your analysis and suggest improvements.

Task 4

What is the most important element of the marketing mix to a business you have chosen?

You could:

- Investigate the marketing mix of a local business of your choice.
- Research the marketing mix of the business (gather information/data)
- Collect useful information/data
- Present useful information/data
- Analyse the presented information/data
- Evaluate the task using your analysis and suggest improvements.

Task 5

To what extent have recent changes in interest rates affected the business you have chosen to investigate?

You could:

- Investigate how interest rate changes are affecting a local business of your choice.
- Research interest changes and their impact(gather information/data)
- Collect useful information/data
- Present useful information/data
- Analyse the presented information/data
- Evaluate the task using your analysis.

Controlled Assessment Grid for *Unit 2* - GCSE Business Studies; Business Communications and Business and Economics

Assessment criteria

For the selected task teachers must mark the student's work using the assessment criteria specified below. Teachers should check carefully that the students' work is their own and is not copied from research material without any attempt by the students to put the material in their own words.

Each task should be awarded a mark out of 12 in the research and analysis strands, and a mark out of 8 in the present information/data, and evaluation strands. The total mark is 40.

Research

Mark range	Descriptor
0	Level of response not worthy of credit
1 – 3	Research from one source using limited selectivity and focus
4 – 6	Research from more than one source showing some selectivity and focus
7 – 9	Research from a range of sources showing good selectivity and focus
10 – 12	Detailed, relevant research from a wide range of sources together with high quality organisation of materials and focus

Present information/data

Mark range	Descriptor
0	Level of response not worthy of credit
1 – 2	Information/data is presented in a very basic format with little attention to detail
3 – 4	Information/data is presented using a limited range of methods and shows some attention to detail
5 – 6	Information/data is presented clearly in the appropriate method with good attention to detail.
7 – 8	Information/data is presented in a range of appropriate methods with high levels of attention to detail.

Analysis *	
Mark range	Descriptor
0	Level of response not worthy of credit
1 – 3	Basic analysis of presented information/data showing limited understanding of any patterns.
4 – 6	Simple analysis of presented information/data showing some understanding of key issues.
7 – 9	Analysis is detailed and relevant. Identifies some key trends and patterns from the information/data where appropriate to task.
10 - 12	Excellent analysis of the information/data, resulting in identification of the relevant key trends and patterns where appropriate to task. Gives well constructed commentary.
Evaluation *	
Mark range	Descriptor
0	Level of response not worthy of credit
1 – 2	Limited evaluation of the task with little or no supporting evidence or value judgements.
3 – 4	Some evaluation made, some weighing of evidence and simple value judgements made making use of supporting evidence. Some suggestions for improvements identified, where appropriate totask.
5 – 6	Clear evaluation using the analysis of the research gathered. Relevant value judgements made with some supporting evidence. Feasible suggestions for improvements made, where appropriate to task.
7 - 8	A developed evaluation of the evidence analysed to address the task. Relevant value judgements made showing detailed supporting evidence. Detailed suggestions for improvements and/or further work made, where appropriate to task.

* Indicates opportunity for students to be assessed on Quality of Written Communication – Strands (i), (ii) and (iii).

Marks for the selected task should be recorded on the Controlled Assessment Record Sheet – a draft example of this can be found in *Appendix 4* of the specification.

Total marks for Unit 2 controlled assessment task	
Section	Marks
Research	/12
Present information/data	/8
Analysis	/12
Evaluation	/8
Total for task	/40