

Examiners' Report/
Principal Examiner Feedback

Summer 2012

GCE Applied Business (6919)
Paper 01

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To successfully achieve this unit, learners need to demonstrate an appropriate level of understanding and application of knowledge across the full range and scope of the unit outcomes, in particular the unit assessment outcomes/criteria, the specific AO's, and the mark band (MB) distributions (Applied Business Awards Specifications 2010 Pages (44 and 45). In as much as learners need to show a clear understanding of the subject and the practical application of the unit requirements from a balanced contribution across the four knowledge/applications Strands, the related AO's and marking criteria bands.

Therefore, in relation to the Unit specifications (p41 and 51) learners should:

- Show knowledge and understanding of a range of business situations and web based concepts.
- Be aware of relevant and up-to-date information from a range of sources in relation to an online presence.
- Use adequate techniques and methods on the collection of information, analysis and design of a business web site.
- Be awareness of the issues, problems or opportunities of website/online presence.
- Be able to prioritise evidence and arguments.
- Show judgement in the selection and presentation of findings.
- Present additional examples and appropriate materials in support of a conclusion.
- Demonstrate the application of techniques and methods in the design and building of a website in an appropriate business context.
- Evaluate the business context and is aware of the issues, problems or opportunities poses by a web presence.

Work sampled indicated a continued improvement in the selection of business and websites, with a clearer explanation of the features and purpose of the sites, more detailed analysis of the site's functionality and who it supports of the business achieving its objectives (for AO1/2) being included.

The introduction of QWC within the assessment for this module falls within Strand (a).

The assessment of strand (a) is improving, however centres should ensure clearer evidence of the analysis of what and how a business can use a web presence to meet its objectives as well as an evaluation (with examples) of how these businesses set objectives are met for MB3 (a). In addition, the assessment of QWC as per page 44 should be clearly identified within the marking.

For MB3 strands (b), (c) and strand (d) work is much improved, especially in strand (c) with more consideration of the widening legislation and the ongoing costs of maintenance, training and updating expenses included, with appropriate examples and strand (d), with more evidence of navigation, examples of images, clips, page linkage and content outlines to support the construction of the site.

Assessor evidence to confirm the operation of the site is improving, clearer tutor witness statements and/or comments, signed screen/output documents and observation material to confirm working site should be evident for higher MB3 marks.

Authentication

Strand (d) MB2 & MB3, centres ensure the evidence included confirmation of originality of learner work, especially in relation to the website functionality and appropriateness for the business and user. The use of witness statement, tutor comments, observation checklist and signed screen/output documents should present in the material.

Standardisation

Consistent marking and internal standardisation within centres was evident, however in assessing higher performance, assessors need to consider the depth and scope of material in terms of quality of examples and quality and reasoning of evaluation in the learner's work to award the higher MB3 marks.

Enhancing Assessment

For strand (a), centres should ensure clear evidence of the analysis of what and how a business can use a web presence to meet its objectives should be included as well as an evaluation with examples of how these businesses set objectives are met for MB3 (a). In addition an indication of the marks awarded for QWC out of 3 available within the total strand marks of 20.

For strand (b and c) detailed analysis and consideration of factors should be included. Candidates should be encouraged to explore and evaluate the influences on using a website and include appropriate examples.

For the design and operation of a website Strand (d), candidates should be encouraged to provide a work like example of their designed website to achieve higher marks in MB3. Therefore, authenticated evidence/statements to support its construction and functionality should be included by tutors.

Grade Boundaries

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