

**A242**

**Task 5**

**Scenario 5: Jason's Bakery**

**Sample 3**

A242 Making Your Mark In BusinessReflection on outcome:Have I developed any new skills whilst on this course?

On this course I feel that I have gained many new and important skills. The first skill that I feel I have gained is time management. I have found that being late or not showing up at all can have a big impact on what people are able to do. Plus being responsible for gathering and preparing all of my resources for my controlled assessments has made me realise that I have to be on time to get a good grade and I have to prepare before hand if I want to make my life easier. Also if you plan before hand you are more likely to get things done because you are not thinking about other things and you can stay focused because you know exactly what you need to write about and the content of what you are writing about. This has been really shown when it comes to my action plan. As we had only been given a certain amount of time to do things and then it was onto another task I felt that it would have been better to do all of the tasks on time rather than get behind. I also feel that I have developed new learning skills. I feel that after participating in this course I can now say that I learn better when I am playing fun games. This has enabled me to get better at other subjects because now I know how I learn best. Looking through data and sorting out all of the data that I need is the next skill that I think I have learnt on this course. Just by looking through our questionnaires and having to pull out all of the relevant data in a short amount of time. Also I have learnt some computer skills. I feel that now I have a better grasp of how to make a graph and overall how to use Excel to the best of its ability. Consequently I can use the computers to my advantage rather than having to try really hard to work things out. But I would have liked to be able to use the computers better to do graphics. This would have enabled me to better my leaflets appearance rather than it looking flat. This has also meant that I could complete tasks in other subjects because of what doing all of the work in business studies has taught! The last skill that I think I have picked up on my time doing this part of my business studies course is how to work out a percentage. I now know that you take your answer and divide it by how many people answered the question and then times by 100. This has helped me with my maths work, as I already knew how to do it so it was like revision for me. Independence, as part of the course you have to be independent because no one can help you. This means that you have to sort everything out by yourself and not rely on anyone else. An example of this is that every time you have a lesson you have to remember your business studies book. This is up to you and not up to anyone else plus if you then forget your book you are the one to blame and the one that suffers the consequences of those actions!

How Well Did I Work As Part Of A Group?

Some of the tasks on this course had to be completed in a group, for example the primary research (questionnaire), to do all of the tasks that have been mentioned on my action plan we all had to be allocated roles of what each of us had to do. When we had to decide the questions, I feel strongly that we all took part and suggested what questions we should have. For the whole of task two we had to do questionnaires not just in a group but also on our own. If we did not draft our questionnaires to a high standard on our own then we would have let the whole group down. I think that at the beginning of subtask 1 of task 2 no-one let the team down however in the latter half of the task one of our group members let us down. We all took away 25 questionnaires that we had to complete in Totton to survey the teenagers. We were then set a deadline - Thursday 22<sup>nd</sup> October - that we had to bring all of them back in to school to complete the tasks that are specified on my action plan. Four of us managed to bring in our completed questionnaire but one group member did not bring theirs in. This meant that instead of having 125 filled in questionnaires we

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only had 100. I do not feel that this affected our team but I do feel that this group member had let the team down by relying on us. This also meant that they could not participate in the next mini task on the action plan. This was to sort out all of the data so that we could all go away and make graphs to illustrate the data better for our next controlled assessment. This meant that yet again the group member that had forgotten her questionnaires could not help out the rest of the group. On my action plan as part of the task the group was meant to fill out a market segmentation table. As a consequence of not having 125 questionnaires we never got round to it because we ran out of time trying to chase up the other 25 questionnaires. I do not think that us having not made the table has effected the group too much as you could tell who, how much and what they buy from the bakery. This meant that we were able to get the relevant information off the questionnaires with no use of a market segmentation table. Overall I think that the group worked well together. Miss put us into groups with people that were not necessarily our friends so that we would not spend all of our time talking. We just got on with it without any problems. If I were to do it again I do not think that I would do anything different in the group because even though some questionnaires got forgotten we all took some part. Sometimes I felt that there were communication problems because we would keep telling Beth that she had to bring in her questionnaires but every time she would not listen and forget them again. On the other hand I feel that this was the only communication problem as the rest of the work went smoothly and everyone listened to all of the ideas and did not laugh or judge. But I also feel that Beth, Neil and Mitch left most of the work to Latisha and me most of the time because they could not be bothered and would have rather spent all of their time talking about things that had nothing to do with business studies. 10

#### How Well Did I Work On My Own?

Not all of the tasks were group work most of them were individual (you can see this buy the column on my action plan named 'who') where everyone took on their own work and had to keep up with all of the deadlines. When I worked on my own I used my school diary to write in all of the deadlines that I had to meet. This enabled me to see when things had to be done by and what I specifically had to do. On task one of my action plan I feel that I had completed it early as I done most of the research at home and then just took it into school like Miss said too. I think that I completed all of the tasks on my action plan to the best of my ability all of the time. There were no consequences as none of my work was handed in late but if I did hand my work in late I could imagine that I would have fallen behind and had to catch up in my own time with the things that I was allowed to do outside of controlled conditions. I did struggle with getting my head around the product supply chains. I kept on mixing the titles up but now I know what direct supply plus what intermediaries are. I found it easy to grasp the marketing mix (Product, price, promotion and place). In my opinion I do not think that there is any way I could learn to manage my time more effectively as none of my work was late and I always do the work that I get to do at home on the night that it is set. I have learned though that if you are stuck or have a problem then you should always ask because more often or not other people can do what you are stuck on. If I were to do this course again I think that I would try and get ahead on all my homework (secondary competitor research) so that I could do my business studies without any problems. I also would have had to find more ways on motivating myself because at times I could not be bothered to do it and all I needed was a little motivation and I would have got it all done with no hassle! I think that my teacher done a really good job in teaching us all about it and she would answer any questions that we had. Also she was always finding fun games that we could play in order for things to stick into our heads. I think that the games taught me a lot as I think that I learn more when having fun. Plus on the whole I think that our class behaved well and so Miss could get through a lot of stuff and then have time to help us. This year I think that I have learned a lot about business studies plus all of the technical language like the marketing mix (4 p's), Market segmentation, and the ways that businesses make their products and put them on sale. Whether they sell and make it themselves or if they use wholesalers and retailers. 10

If I were to do this again I would change:

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If I were to do my coursework again I would do a lot differently. The first thing I would have done was gone to my teacher when I thought that a group member was not pulling their weight. This would have meant that then the rest of the group I was in would not have been under as much stress because we would not have had to made up the work from the other team member. Also I would probably also be more assertive in my group. This is because then I may have spoken about my ideas instead of just backing other people up. As well as that it would have meant that I would have been able to deal with the problems of people forgetting things. Another thing that I would change would be how much work I did at home. When I did the course I did as little as I was able to do at home because I had other subjects to do, but if I were to do it again I would definitely research more at home so I would have been more prepared for my controlled assessments instead of struggling to remember everything. Plus I think that I would have gone through all of the key terms to make sure that I knew everything that I needed to know instead of just guessing what they meant and then getting it wrong in class. This relates to task 1 on my action plan. If I had done this part better then I would have been more prepared to do the rest of the course. Also as a group we failed to fill out and make a market segmentation table so we can never fully know who goes to a bakery on a Saturday. Although we did not do this I don't think that it affected us that much because it would have just shown us who goes to a bakery on a certain day for about an hour. I was not completely satisfied with parts of my task four. I feel that my leaflet was not the best that it could have been graphically. I think that had I had more time and have been more technical on the computer I would have been able to improve it dramatically.

What do I think that I done well on this course:

On this course I think that I have done my action plan pretty well. It tells me all I need to know and I can look back at it and see how I felt about it at the time. In my opinion I think that I have done task two - Customers pretty well. I think this because I put loads of effort into it and I think that it turned out well. Also on my first draft questionnaire I feel that I had featured a range of questions e.g. open and closed. When we were working in the group I feel that I pulled my own weight and I was happy with what we achieved on the questionnaires. I think that my bibliography was also good. It included all of the information that I needed it too plus it told and had the right information on it. In my opinion the whole of task three was all right. None of it is missing and all of it was completed to the best of my ability. All of the pieces of work that I did not get I asked Miss about. This then enabled me to be able to get them right the first time instead of having to do them over and over again! Overall I am proud of what I have achieved on this course, as there is not that much that I would have changed to do better.

# A242 Making Your Mark In Business

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## GCSE Applied Business

### A242 Making Your Mark in Business

#### Sample 3

		Max Mark	Centre Mark
Task 5	AO3	10	8

Assessment Objective	Comments
AO3	<p>The candidate had identified both individual and group skills that had been gained.</p> <p>The candidate had produced some clear analysis and made some reasonable judgements. There were clear links to the action plan. There were few QWC errors.</p>