

NCFE Level 2 Certificate in Business and Enterprise (601/0048/5)

Assessment window: 1 September - 20 November 2015

This report contains general information from the Chief Examiner. The aim is to point out the positives and negatives of the scripts in the assessment window to guide you to areas that are doing well and not so well.

Key points:

- administering the external assessment
- standard of learner work
- referencing of external assessment tasks
- evidence creation
- interpretation of the tasks and associated assessment criteria
- planning in the external assessment.

It's important to note that learners shouldn't sit the external assessment until they've taken part in the relevant teaching of the unit to ensure they are well prepared for the external assessment.

Administering the external assessment

The external assessment must be independent from the teaching of the unit. Work completed during the teaching of the unit cannot be used in the external assessment. Learners must complete all tasks independently.

The completion of the timed tasks must be invigilated and sat in accordance with the Regulations for the Conduct of External Assessment - V Certs.

It's also important that the external assessment is sat in accordance with the specified conditions outlined on the assessment paper.

No problems have been identified with the administration of the assessments in this window and most learners have taken the allocated 5 hours to complete the assessment, very few learners have submitted an incomplete assessment therefore the 5 hour duration period appears to be suitable.

Standard of learner work

The standard of the learner work in this assessment window has varied, there has been some great level 2 responses demonstrating effective teaching and learning at this level and a clear knowledge of the NCFE level 2 Certificate in Business and Enterprise (601/0048/5) qualification specification. However there have also been some weak responses highlighting that some learners may be working at the wrong level.

Centres are reminded that they “are responsible for ensuring that this qualification is appropriate for the age and ability of learners. They need to make sure that learners can fulfil the requirements of the assessment criteria of this qualification”, as per the NCFE Level 2 Certificate in Business and Enterprise (601/0048/5) qualification specification Issue 4, October 2015, page 6.

Most learners are attempting every question and higher performing learners are using the grading criteria.

As per the last assessment window it's important to note that **no answers will be cross-referenced**, highlighting the importance of answering every question. Any unanswered questions will result in a Not Yet Achieved for that assessment criteria and an overall Not Yet Achieved for the unit.

This assessment used a case study from which the questions were based; at level two learners must be able to **apply** their knowledge, thus demonstrating an understanding of the assessment criteria. Some learners in this assessment window answered the questions generically.

At level 2 learners **must** be able to demonstrate skills such as Describe, Explain, Evaluate and Compare as per the assessment criteria.

Referencing of external assessment tasks

The assessment criteria are clearly visible for each task and learners **must** be encouraged to refer to the grading criteria throughout the assessment to ensure that their answer fully meets this. This is especially important for learners hoping to achieve Merit and Distinction grades.

Evidence creation

Learners should use the answer booklet, using the space provided, to answer questions. Where answers are typed or additional pages included, the learners name must be clearly visible and it must be clear which task the answer refers to.

Interpretation of the tasks and associated assessment criteria

AC 1.1

Many learners have met this assessment criterion really well and have been able to **describe** the aspects of marketing selected in this assessment. Weaker responses however were often supplied for Niche and Product Orientated marketing.

It's therefore clear that some learners have not been appropriately taught to the full range, as per the qualification specification. This has resulted in some learners obtaining Not Yet Achieved for this task.

AC 1.2

This assessment criterion focuses on the learners' ability to **explain**. It's recommended that learners are taught some of the benefits successful marketing can have for businesses and/or enterprises. They should be aware of different successful marketing campaigns and be able to provide examples, for higher grades learners should be aware of marketing strategies that have failed and be able to provide an example.

AC 2.1

Most learners have been able to **identify** the target markets from the case study. Some learners however struggled to demonstrate an awareness of why these target markets are suitable for the organisation, which is required for the Merit criteria. No issues have been identified with this AC in this assessment window.

AC 2.2

For this assessment criterion learners must be able to make **comparisons**. Most learners have been able to give 1/2 comparisons; however it is the quality of the comparisons and the learner's ability to apply this to the case study that determines higher grades.

AC 2.3

Most learners have been able to **describe** some of the research methods available to an organisation, however many are not describing the full range (Primary and Secondary methods and Quantitative and Qualitative data) as per the qualification specification. Learners must also be able to relate their knowledge to the information provided, in this instance, the case study.

To achieve higher grades learners will need to show **critical understanding**, this may involve some examples of businesses that have used these methods successfully and/or an awareness of why some methods are more suited to some businesses than others etc.

AC 3.1

Most learners were able to **identify** the 4Ps from the case study, however to achieve higher grades learners must be able to discuss the marketing mix in detail. Ensuring the full range statement in the qualification specification is taught will help learners to do this. Learners must however be able to apply their knowledge to the case study.

AC 3.2

Here learners must be able to apply their knowledge to **explain** the impact that social media and the Internet has on promotion of the business in the case study. For example they may give examples of positive impacts. Higher-grade learners have suggested how this is being used successfully and provided examples of other businesses who are also using these methods successfully to support their answer.

Many learners however are failing to make sufficient comparisons with traditional methods, as required of the Merit criteria. Examples of traditional methods could be TV and radio adverts, posters and flyers etc.

AC 4.1

The key term here is **evaluation**. Learners are required to evaluate the success of the marketing methods used in the case study eg How efficient and effective have these been? Have they delivered the desired results? What were the strengths and weaknesses?

To gain higher marks learners must add to this and use their knowledge to make **critical judgments**, about the success or failure of these methods. They may refer to other businesses that they are familiar with to support their evaluation and suggest any improvements etc.

Planning in the external assessment

Centres are reminded to give due attention to the assessment windows of the external assessment. It's not advisable for learners to sit the external assessment too early in their course, as they must have the relevant teaching to ensure they are well prepared.

Centres must also ensure that their learners are working at level 2. Centres are reminded that they "are responsible for ensuring that this qualification is appropriate for the age and ability of learners. They need to make sure that learners can fulfil the requirements of the assessment criteria of this qualification", as per the NCFE Level 2 Certificate in Business and Enterprise (601/0048/5) qualification specification Issue 4, October 2015, page 6.

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Date:

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