

## CAMBRIDGE NATIONALS

*Examiners' report*



# **ENTERPRISE AND MARKETING**

J819

**R065 (moderated)**

**R066 (moderated)**

**Summer 2018 series**

Version 1

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## Introduction

Our Lead Moderators' reports are produced to offer constructive feedback on centres' assessment of moderated work, based on what has been observed by the moderation team. These reports include a general commentary of accuracy of internal assessment judgements; identify good practice in relation to evidence collation and presentation and comments on the quality of centre assessment decisions against individual Learning Objectives. This report also highlights areas where requirements have been misinterpreted and provides guidance to centre assessors on requirements for accessing higher mark bands. Where appropriate, the report will also signpost to other sources of information that centre assessors will find helpful.

OCR completes moderation of centre-assessed work in order to quality assure the internal assessment judgements made by assessors within a centre. Where OCR cannot confirm the centre's marks, we may adjust them in order to align them to the national standard. Any adjustments to centre marks are detailed on the Moderation Adjustments report, which can be downloaded from Interchange when results are issued. Centres should also refer to their individual centre report provided after moderation has been completed. In combination, these centre-specific documents and this overall report should help to support centres' internal assessment and moderation practice for future series.

## R065 General overview

Effective organisation and presentation of evidence for this unit is very important. Most of the work seen this series was well organised and followed the order of the tasks. Page numbering is required (can be handwritten) so that the assessor can signpost on the unit recording sheet (URS) where the different LOs have been met. There is no need to include all copies of completed questionnaires as some candidates did. A clean copy of the questionnaire along with graph, charts of results is sufficient.

For postal entries the work needs to be printed out. If the centre does not wish to print out the work then the repository should be used. When entering candidates for this unit ensure the correct code is used. Some centres incorrectly selected 01 (repository) for postal (02) entries.

The latest version of the URS should be completed for all candidates. The effective completion of the URS was inconsistent this series. Some centres demonstrated good practice by including comments that signposted the moderator to where the evidence was located. In other submissions, the comments only restated the marking criteria and on occasions, had no commentary at all. A general rule would be that the comments provide an opportunity to clearly highlight how and where the marks were credited by the centre's assessment. This can be a beneficial document to support the marks at the external moderation stage.

If more than one assessor has assessed candidates' work in the submission, then internal standardisation must take place in the centre before final marks are credited.

The mark scheme uses standard command words that are highlighted in bold. These words are explained in a glossary at the back of the specification. This is a useful tool to aid assessment decisions.

As this is a set assignment no amendments can be made to the scenario or the tasks. No additional guidance notes can be given to candidates to explain the tasks.

## Comments by LO

### LO1 – Be able to identify the customer profile for a business challenge

This is assessed in Task 1. For the first element in this LO, candidates need to explain market segmentation. This requires more than bullet points naming various segmentation techniques. Real named business examples are needed. There is no expectation that the examples relate to Progress Ahead or hats.

Candidates who accessed higher mark bands were able to evidence detailed explanations of the full range of segmentation techniques listed in the unit content of the specification, such as for age, gender, occupation, income and lifestyle. The responses given by candidates who were credited lower mark bands were under-developed. Some centres were incorrectly awarding MB3 when candidates simply listed segmentation techniques.

For the second element in this LO candidates need to create a customer profile. This should be created before they have thought of a hat design. The features of the customer profile need to be described rather than just listed. A significant number of candidates had already decided on their hat design before completing this task. This is not the correct approach to the unit. Some candidates produced a creative piece of work to illustrate the features of their customer profile whilst others wrote a paragraph. Both methods are valid. Using features of the customer profile throughout the work enables candidates to access the higher mark bands.

### LO2 – Be able to complete market research to aid decisions relating to a business challenge

This is assessed in Task 2. For the first element in this LO candidates describe the importance of market research including a range of research methods. Suggested methods can be found in the specification. Explanations are then required covering the advantages and disadvantages of market research tools. Sampling methods are also explained. To move up the mark bands for all parts of this task, candidates need to cover a wider range of methods and complete more detailed explanations.

Many higher ability candidates produced lengthy, detailed and comprehensive answers, easily meeting the highest mark band. Others were less well developed and at times very brief for the marks that were credited by the centre.

For the second element in this LO candidates create market research tools. At this point they have decided their customer profile but still not designed a hat. A minimum of two market research tools must be created. See the specification for the full range of examples, but this could include a questionnaire, competitor analysis data sheet or focus group questions. It is important to note that simply using the peer feedback from Task 4 is not awardable for this LO. Peers can only be part of the market research if they meet the description of the customer profile. If the customer profile is children aged 5-6 then asking their peers is not valid research. The market research needs to be completed before the hat has been designed. The most common tools seen this series were questionnaires and competitor analysis.

The results are displayed and analysed. Display methods seen this series included bar charts, pie charts, data collection sheets and photographs. Clear labelling of charts and tables is needed to comprehensively present the outcomes.

Analysis needs to be more than just repeating what can be seen in the graph to access marks above MB1. A significant number of candidates made no attempt to illicit the implications for their business proposal. For example, a graph showing the price people were prepared to pay should draw conclusions about the highest price that could be charged for the hat to maximise sales.

Sample candidate answers are available on the OCR website to support this LO.

### LO3 – Be able to develop a design proposal for a business challenge

This is assessed in Tasks 3 and 4. Task 3 is the first element in this LO. Candidates now generate hat design ideas (must be at least two). Drawing skills are not being assessed. Annotations on the designs relating to colour, material etc are needed. Links need to be made to their customer profile. One of the designs then needs to be selected. The selection needs to be based on their market research outcomes.

Task 4 is the second element in this LO. Candidates must gather feedback on their design. This includes a self-assessment as well as peer assessment. Some detailed peer feedback was seen when the candidates designed a data collection sheet. Please note the teacher must not design a data collection sheet as this contravenes the rules of the set assignment. Some candidates designed their hat on A3 paper and then clearly passed this around the class for their peers to add comments. The candidate then effectively summarised this feedback and used this to inform decisions regarding modifying the design. To move up the mark bands, the explanations need to be more detailed and choices fully justified.

Sample candidate answers are available on the OCR website to support this LO.

### LO4 – Be able to review whether a business proposal is viable

This is assessed in Task 5. For the first element in this LO candidates must use the financial data provided by OCR in the set assignment to complete their calculations. There can be no changes or additions to this data. The set assignment provides a bullet pointed list of the calculations that need to be completed. In order to reach the higher mark bands candidates are not expected to write up their results in great depth. Accurately completing the calculations, using realistic figures, along with written justifications for their decisions will enable candidates to reach MB3.

For the second element in this LO candidates need to complete a break-even analysis and risk assessment. Candidates are required to perform calculations for this element but written work will be much more detailed than for the first element of this LO.

The break-even analysis can be completed using excel or a calculator. To analyse the impact of a change in price on the break-even point, candidates need to re-do the calculation showing the impact of an increase and a decrease in price on the break-even point. The results then need to be analysed so that the candidate shows a thorough understanding of the impact.

A risk assessment is completed that assesses the risks when launching a new product (e.g. losing money, overspending a budget, loss of investment). Some candidates this series misinterpreted this task and produced a health and safety risk assessment.

To conclude their work, candidates evaluate the financial viability of their business proposal. To move up the mark bands, the proposal needs to be fully evaluated. The mark band descriptors for MB2 and MB3 state partly and fully evaluates. A candidate might partly evaluate (MB2) by only covering of the areas of financial viability included in the first element of this LO or they may cover all areas but with limited detail. A fully evaluated answer (MB3) would cover all areas of the first element in detail.

Sample candidate answers are available on the OCR website to support this LO.

## R066 General overview

A very small number of candidates submitted work for this series so therefore comments on performance are limited.

Effective organisation and presentation of evidence for this unit is very important. Most of the work seen this series was not well organised. Ideally work should follow the order of the tasks. Page numbering is required (can be handwritten) so that the assessor can signpost on the unit recording sheet (URS) where the different LOs have been met.

The latest version of the URS should be completed for all candidates. The effective completion of the URS was inconsistent this series. Some centres demonstrated good practice by including comments that signposted the moderator to where the evidence was located. In other submissions, the comments only restated the marking criteria and on occasions, had no commentary at all. A general rule would be that the comments provide an opportunity to clearly highlight how and where the marks were credited by the centre's assessment. This can be a beneficial document to support the marks at the external moderation stage.

For postal entries the work needs to be printed out. If the centre does not wish to print out the work then the repository should be used. When entering candidates for this unit ensure the correct code is used. Some centres incorrectly selected 01 (repository) for postal (02) entries.

If more than one assessor has been assessing candidates' work for the submission, then internal standardisation must take place in the centre before final marks are credited.

The OCR produced feedback and witness statement forms must be used for the practice and professional pitches. Copies of these are included in the latest version of the set assignment. Please note that the assessor cannot be the witness. When completing the witness statement for the practice pitch it is the peers observing the pitch that should fill this in and not the teacher.

The mark scheme uses standard command words that are highlighted in bold. These words are explained in a glossary at the back of the specification. This is a useful tool to aid assessment decisions.

As this is a set assignment no amendments can be made to the scenario or the tasks. No additional guidance notes can be given to candidates to explain the tasks.

A misconception was that a copy of presentation slides used for the pitch would meet all the LOs. Effective presentation slides will not contain sufficient information on their own to meet all the LOs. For example, Task 1 contains theory that would not be included in a pitch for a specific hat.

## Comments by LO

### LO1 – able to develop a brand identity and promotional plan to target a customer profile

Candidates must have completed the OCR set assignment for R065 before starting this unit. The units can be submitted for moderation in the same assessment series or in different windows (January and June available).

Although not part of the assessment, it is recommended that candidates include an introduction to this unit. This should summarise their customer profile and the hat they have designed. The moderator is very unlikely to be moderating that same candidate's work for R065 and so this introduction helps to put the work in context and assists the moderator.

This is assessed in Task 1. For the first element in this LO candidates explain why businesses use different branding methods and techniques including examples. Real named business examples are needed. There is no expectation that the examples relate to Progress Ahead or hats.

Candidates then need to explain the key factors to consider when planning a brand identity for their business proposal. The completion of this task could have been improved if the candidates whose work was seen had provided a separate piece of work identifying these factors and not only included this in their presentation slides. .

To move up the mark bands for this task, candidates need to explain the methods and factors involved in more detail.

Candidates must also create a brand identity for their business proposal. They need to include two or three different branding methods, one of which must be a logo. The decisions need to be justified and reference their customer profile (that is why including it in the introduction is useful).

For the second element in this LO candidates explain the promotional objectives for the product and devise a mix of promotional methods. Candidates need to choose at least three different methods. These should be wholly relevant and fully complement each other. The customer profile designed in Task 1 R065 needs to be referenced when candidates are giving explanations about how the methods of the promotional mix complement each other. To move up the mark bands it is the amount of detail, justification and extent to which the methods complement each other that is important rather than writing briefly about five or six methods.

Sample candidate answers are available on the OCR website to support this LO.

### LO2 – Be able to plan a pitch for a proposal

This is assessed in Task 2. There is only one element for this LO. Candidates plan their pitch. This includes explaining the factors they need to take into account when planning to deliver a pitch. To move up the mark bands for this task, candidates need to explain the factors in more detail.

Candidates who accessed higher mark bands were able to evidence detailed explanations of the full range of factors listed in the unit content of the specification, such as their venue, audience or personal appearance. The responses given by candidates who were credited lower mark bands were under-developed. Some centres were incorrectly awarding MB3 when candidates simply listed factors that should be considered.

Candidates need to produce the resources/supporting material they need for their pitch. This could include presentation slides, prompts cards, visual aids. These need to be relevant to their business proposal. These will be a first/draft version that will be used in the practice pitch.

### LO3 – Be able to pitch a proposal to an audience

This is assessed in Tasks 2 and 3. The first element in this LO is assessed in Task 2. Candidates need to practice the pitch they have planned using the resources and supporting materials developed for LO 2 above. The pitch needs to be completed in front of at least one of their peers. The peer(s) witnessing the pitch need(s) to complete the relevant witness statement in the OCR set assignment. The peer will be assessed on their ability to give feedback, so it is vital that they are fully prepared for this task. Every candidate needs to practice their pitch and provide feedback to another candidate on their pitch. It might be advantageous to the candidate receiving feedback if more than one peer is watching their practice pitch. They will then have more feedback on which to base their reflection, review and refinement.

The practice pitch feedback form contains a list of areas that the witness should consider when giving feedback. Detailed feedback needs to be provided under all of these areas. The centre should not create their own form for this task.

The feedback received, along with a self-assessment enables the candidate to refine their pitch and supporting materials. Evidence needs to be submitted to show that the candidate has refined their work. If using presentation slides, an annotated first draft showing improvements needed, followed by a final version would evidence this.

The second element in this LO is assessed in Task 3. Candidates need to pitch their proposal to a decision-making panel. This needs to be at least two people, one of these two cannot be the assessor. The panel complete the relevant witness statement in the OCR set assignment. This will form the basis of the assessor's decision for this mark. The panel need to be fully briefed so that accurate assessment takes place. A DVD or transcript of the pitch can be submitted but the witness statement along with supporting evidence (presentation slides etc) will suffice. The witness statement form is clearly laid out so that comments on all areas required are included. The titles of the tick boxes are linked to the mark bands so it is important that the witnesses are aware of this to ensure the assessor can make accurate decisions. The centre should not create their own form for this task.

Sample candidate answers are available on the OCR website to support this LO.

### LO4 – Be able to review the strengths and weaknesses of a proposal and pitch

This is assessed in Task 4. For the first element in this LO, candidates need to review the strengths and weaknesses of their pitch/pitching skills. Areas for development of their pitch/pitching skills must be identified and then explained. To move up the mark bands for this task, candidates need a comprehensive and detailed review that is wholly justified.

For the second element in this LO, candidates need to review the strengths and weaknesses of their proposal. Areas for development of their proposal must be identified and then explained. To move up the mark bands for this task, candidates need a comprehensive and detailed review that is wholly justified.

Some of the work seen this series did not include areas for development and so marks were limited for this LO.

The set assignment signposts the contents for each of these reviews. In order to reach the higher mark band all of the items in the bullet pointed list must be included to make it a comprehensive and detailed review. Work seen this did not remain at the top mark band after moderation and would have benefitted from greater detail and consideration of all aspects needed for the review.

Sample candidate answers are available on the OCR website to support this LO.

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