

Pearson Edexcel GCSE

**Business Studies, Business Communications,
Business Studies and Economics,
Business Studies (Short Course)
Unit 2: Investigating Small Business**

Controlled Assessment

Valid from September 2016 to May 2017

Paper Reference

5BS02/01

You do not need any other materials.

These controlled assessment tasks are valid from September 2016 to May 2017. Centres must submit their moderation sample(s) by 15 May 2017.

Please note that these controlled assessment tasks will ONLY be valid for assessment in Summer 2017. Teachers must ensure that students are completing the correct task for a particular year.

Further guidance can be found on the Pearson Edexcel website (<https://qualifications.pearson.com>).

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Controlled Assessment Tasks for Unit 2 GCSE Business Studies, GCSE Business Communications, GCSE Business Studies and Economics, and GCSE Business Studies (Short Course)

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 weeks of curriculum time (maximum of six hours)**. The research and information/data collection can be done under limited control, which can be undertaken both in and outside the classroom.

Students will be allowed to use their research folders in the writing up of their task. It is not permitted for students to have plans, pre-prepared answers, writing frames etc. as part of their research folder.

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 three hours)**.

The controlled assessment element of the qualification is centred around encouraging students to carry out research and investigation on an element of Unit 1 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).

Students must choose **one** task from the list on pages 3 and 4. It is appropriate for students from a centre to submit work from across the list of tasks. This list will change annually.

In choosing their own task students should also be encouraged to identify an appropriate small business on which to base their investigation if appropriate to the task. Centres may provide guidance to students, where appropriate, in finding a small business on which to base their investigation. The business could be local and should 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 maximum of three 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 by the teacher prior to external moderation.

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** from Tasks 1 to 5.

Task 1 (1.1)

To what extent is the business you have chosen more successful in adding value than a competitor?

You could:

- choose a small business
- use primary and/or secondary research to identify the sources of added value – convenience and speed, branding, quality, design and unique selling point (USP) – for this business
- compare the sources this business uses to add value with those used by a competitor
- present useful information/data to support the points you are making
- analyse the different sources this business uses to add value
- using your analysis, arrive at a supported conclusion that indicates the extent to which this business is more successful at adding value than a competitor.

Task 2 (1.2)

To what extent is thinking creatively important in developing a competitive advantage for the business you have chosen?

You could:

- choose a small business where the owner will allow you to carry out an interview
- investigate what is meant by thinking creatively
- interview the owner to identify specific examples of where/when thinking creatively has been demonstrated
- investigate other factors that have been important in helping the business develop competitive advantage
- present useful information/data to support the points you are making
- analyse the presented information/data
- using your analysis, arrive at a supported judgement that explains the extent to which thinking creatively has been important for this business in developing a competitive advantage.

Task 3 (1.3)

Which is the most appropriate method to improve net cash flow that the business you have chosen could use?

You could:

- choose a small business
- investigate what is meant by net cash flow
- conduct primary and/or secondary research to identify at least two different methods the business could use to improve net cash flow
- present useful information/data to support the points you are making
- analyse the different methods this business could use to improve net cash flow
- using your analysis, arrive at a supported judgement that states the most appropriate method this business could use to improve net cash flow.

Task 4 (1.4)

Which is the most important method used by your chosen business to deliver high levels of customer satisfaction?

You could:

- choose a small business
- using primary and/or secondary research, investigate how the business delivers customer satisfaction
- present useful information/data to support the points you are making
- analyse the different methods of delivering customer satisfaction that are important for this business
- using your analysis, arrive at a supported judgement that states the most important method the business uses to deliver high levels of customer satisfaction.

Task 5 (1.5)

To what extent have recent changes in the business cycle affected small businesses in the UK?

You could:

- choose a particular small business or use secondary research to look at small businesses in general
- conduct primary and/or secondary research to find out how the UK business cycle has changed in recent years and the effect this has had on small businesses
- analyse the impact of recent changes in the business cycle on small businesses
- using your analysis, arrive at a supported judgement that states the extent to which changes in the business cycle have impacted on your chosen small business or small businesses in general in the UK.