

GCSE



Chief Examiner's Report Business Studies

Summer Series 2018



Foreword

This booklet outlines the performance of candidates in all aspects of CCEA's General Certificate of Secondary Education (GCSE) in Business Studies for this series.

CCEA hopes that the Chief Examiner's and/or Principal Moderator's report(s) will be viewed as a helpful and constructive medium to further support teachers and the learning process.

This booklet forms part of the suite of support materials for the specification. Further materials are available from the specification's microsite on our website at www.ccea.org.uk.

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GCSE BUSINESS STUDIES

Chief Examiner's Report

Assessment Unit 1: Starting a Business

General

Overall, performance on the two legacy papers was broadly comparable to that of the previous year. Many candidates achieved a very high standard and showed an excellent command of the knowledge of the specification.

There is evidence that the examination papers allowed candidates to respond positively to the tasks. Feedback has indicated, and the work submitted has confirmed, that the language used in the examination papers was accessible and appropriate for the majority of GCSE candidates. There was no evidence of candidates having had too little time in which to complete the work.

Examination technique has also improved and the majority of candidates now spend time on questions in proportion to the marks awarded for them, giving a positive outcome. This was the first year for the examination in the new specification and candidates performed well, achieving good results.

- Q1** This opening question was well answered. Candidates identified the size of the business as either micro or small and both answers were accepted. They also gave good descriptions of what it means to be enterprising and correctly named the type of business ownership in the scenario, clearly explaining the advantages of partnerships. Some confusion was evident about the effects of corporate image on the business and some candidates discussed benefits instead. Ethical issues were less well understood and many candidates were unable to link them to business aims. Stakeholders in the business were usually correctly identified but there was some confusion about their individual interests. In general the question on franchising was satisfactorily answered.
- Q2** Market segmentation was very well understood as was the purpose of market research and the methods of market sampling. The work of the Advertising Standards Authority (ASA) was less well answered with many candidates showing little knowledge. Factors affecting price of products were, on the whole, well analysed. The research information shown on the chart was very well answered by almost every candidate but some failed to identify the uses of the research in the business. Candidates were familiar with the term 'international trade' and clearly explained its advantages and disadvantages.
- Q3** Types of production still cause confusion as do methods of manufacturing. These are areas of the specification which need attention. Discussions of the responsibility of business owners for Health and Safety issues were quite good but the term 'quality assurance' was, generally, poorly defined. Many candidates seemed unfamiliar with the quality standard 'Investors in People' but were able to make an attempt at stating benefits of gaining an award. The impact of technology on manufacturing was well answered.

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INVESTORS
IN PEOPLE

