



Rewarding Learning

**General Certificate of Secondary Education
2024**

Business Studies

Unit 3: Planning a Business

Controlled Assessment

Booklet A: Planning

[GBU31]

**MARK
SCHEME**

Marking Guidance – Controlled Assessment (Booklet A)

A maximum of 15 marks are allocated to this research task. The controlled assessment will be marked using band levels, according to the criteria detailed in the marking grid. For each of the required criteria, there are three levels of response. Please award the mark that best fits the response the candidate has made using the guidance in the mark level bands below.

If success has not been demonstrated for a particular criterion, zero should be awarded.

GCSE Business Studies Mark Scheme Grid: Booklet A

	Criteria 1 (Assessment of AO1)		Tick one
	Information produced is not relevant/worthy of credit	0 marks	
Band 1	Candidate has used some appropriate specialist business terms	1 mark	
Band 2	Candidate has used a number of appropriate specialist business terms	2 marks	
Band 3	Candidate has made excellent use of appropriate specialist business terms throughout	3 marks	
	Criteria 2.1 (Assessment of AO2)		Tick one
	Information produced is not relevant/worthy of credit	0 marks	
Band 1	Candidate has produced a basic action plan	1 mark	
Band 2	Candidate has produced an appropriate action plan	2 marks	
Band 3	Candidate has produced an appropriate and detailed action plan	3 marks	
	Criteria 2.2 (Assessment of AO2)		Tick one
	Information produced is not relevant/worthy of credit	0 marks	
Band 1	Candidate has produced basic primary research with limited consideration of the research aim	1 mark	
Band 2	Candidate has produced adequately designed primary research with reasonable consideration of the research aim	2 marks	
Band 3	Candidate has produced well-designed primary research with good consideration of the research aim	3 marks	
	Criteria 2.3 (Assessment of AO2)		Tick one
	Information produced is not relevant/worthy of credit	0 marks	
Band 1	Candidate has carried out basic secondary research with limited consideration of the research aim	1 mark	
Band 2	Candidate has carried out adequate secondary research with reasonable consideration of the research aim	2 marks	
Band 3	Candidate has carried out thorough and relevant secondary research with good consideration of the research aim	3 marks	
	Criteria 3 (Assessment of AO3)		Tick one
	Information produced is not relevant/worthy of credit	0 marks	
Band 1	Candidate has presented some results of research findings	1 mark	
Band 2	Candidate has demonstrated an ability to present their findings in an appropriate way	2 marks	
Band 3	Candidate has demonstrated an ability to present their findings in a highly effective way	3 marks	
Total Max 15			