



APPLIED GENERAL **APPLIED BUSINESS**

ABS/U

Report on the Examination

1830

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General Comments

Nearly all of the centres this series entered ABS2 for moderation (Business dynamics). Only one centre submitted ABS5 (Developing a business proposal). In every case, assessors made decisions supported by their students' evidence.

All centres understood the qualities of performance required for achieving pass, merit and distinction criteria:

- **Pass** – ability to demonstrate required understanding in context
- **Merit** – ability to construct chains of argument, in context, which focus on the criteria
- **Distinction** – ability to use evidence and analysis to offer supported judgments. In the case of criteria requiring evaluation, the judgments are then weighted ie relative strengths of contrasting judgments are considered.

Holistic assessment was, in most cases, applied but centres are reminded that evidence for individual criteria can appear *anywhere* within each student's portfolio of evidence. It does **not** need to appear in, for example, a template section targeting the particular criterion.

Regarding annotation, it was reassuring to see the use of the following abbreviations against key evidence within students portfolios of evidence:

- **C&T** – 'Context and Theory' demonstrated for the particular *pass* criterion
- **CoA** – 'Chain of Argument' demonstrated for the particular *merit* criterion
- **Focus** – addressing the requirements of any criterion but often useful for *merit* and *distinction* criteria
- **SJ** – 'Supported Judgment' evidenced for the particular *distinction* criterion
- **Eval** – 'Evaluation' evidenced where the distinction criterion requires this

It's important to remember that evaluation should be based on valid supported judgments and is not a summary of statements.

ABS2

Centres understood the requirements of nearly all criteria. However, the following criteria continue to offer minor difficulties:

- **P2** – the four stakeholder interest *must* be in context. Generic interests should not be rewarded
- **P5** – it is *not* necessary to outline all of Mintzberg's organisational types. The focus should be on those that genuinely apply
- **D4** – evidence *must* be presented on how the management policies *have* improved the competitive position of the business. The evaluation of the extent to which these policies have worked *must* consider actual business outcomes eg real data relating to sales, profits, customer opinions, operational efficiency and so on.

It was pleasing to see that P3 is no longer misinterpreted. All centres considered the organisational structure of the business being investigated.

It was also pleasing to see some centres moving away from the use of Merlin Entertainments and choosing more relevant businesses eg on the basis of locality and/or student interest.

Mark Ranges and Award of Grades

Grade boundaries and cumulative percentage grades are available on the [Results Statistics](#) page of the AQA Website.