

Getting Better Grades in Applied Business

Edexcel Unit One - Investigating Business

	Mark Band 1 (E - G)	Mark Band 2 (C - D)	Mark Band 3 (A* - B)
Assignment 1	<p>A description of two organisations major activities</p> <p>An explanation of the companies main 3 aims and a brief explanation of how companies objectives can assist (1 - 5) .</p>	<p>Provide a clear explanation of the organisations aims and how these aims are assisted by the day to day activities of the business</p> <p>Use Business language (6 - 8)</p>	<p>Provide a thorough account of the organisations aims and explain how these aims will need to be adapted if they are to be continually met over time</p> <p>Translate to SMART Business objectives (9 - 11)</p>
Assignment 2	<p>Describe the types of ownership</p> <p>Comment on the nature of the owners liabilities (1 - 7) .</p>	<p>The structure of ownership, with specific reference to the owners and their liabilities</p> <p>The precise location of the business is to be identified (8 - 12)</p>	<p>An assessment of the overall location of on performance</p> <p>Indications of when, how and why present structure was decided upon (13 - 17)</p>
Assignment 3	<p>A description of functional areas</p> <p>A description of the main communication techniques (1 - 5).</p>	<p>Clear explanations of the purpose and activities of the functional areas</p> <p>The main techniques of internal and external communications will be identified (6 - 8)</p>	<p>A thorough account showing comprehensive knowledge and in-depth understanding of the purposes of all functional areas.</p> <p>A thorough account of the part played by communication techniques (9 - 11)</p>
Assignment 4	<p>Describe some of the external economic influences (1-5).</p>	<p>Explain clearly the impact on each organisation the key external influences have (6-8)</p>	<p>Detailed evaluation of each organisations strengths and weaknesses for * Market competition * Economic Conditions * Environmental Constraints</p> <p>Explain how each organisation could manage the above more effectively (9-11)</p>