

Model Assignment 2

Issued January 2011

OCR Level 2 Nationals in Business

Unit 4: Communication in business

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The scheme codes for these qualifications are:

OCR Level 2 National Award in Business 06329
OCR Level 2 National Certificate in Business 03634

The QCA Accreditation Number for this unit is:

Unit 4: Communication in business K/102/0091

This OCR model assignment remains live for the life of these qualifications.

Please note:

This OCR model assignment may be used to provide evidence for the unit above. Alternatively, centres may wish to adapt this assignment or devise their own assignment for the purposes of assessment. It is the centre's responsibility to ensure that any adaptations made to this assignment allow candidates to meet all the assessment objectives and provide sufficient opportunity for candidates to demonstrate achievement across the full range of grades.

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G302 09-09

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Model Assignment: Candidate Information

OCR Level 2 Nationals in Business

Unit 4: Communication in business

General Information for Candidates

Q *Do I have to pass this assignment?*

A Yes. You must pass this assignment to achieve the full qualification.

Q *What help will I get?*

A Your tutor will help you when completing the OCR model assignment and will make sure that you know what resources/facilities you need and are allowed to use.

Q *What if I don't understand something?*

A It is your responsibility to read the assignment carefully and make sure you understand what you need to do and what you should hand in. If you are not sure, check with your tutor.

Q *Can I copy other people's work?*

A No. The work that you produce must be your own work and you may be asked to sign a declaration to say that the work is your own. You should never copy the work of other candidates or allow others to copy your work. Any information that you use from other sources, eg books, newspapers, professional journals, the internet, must be clearly identified and not presented as your own work.

Q *Can I work in a group?*

A Yes. However, if you work in a group at any stage you must still produce work that shows your individual contribution.

Q *How should I present my work?*

A You can present your work in a variety of ways, eg hand-written, word-processed, on video. However, what you choose should be appropriate to the task(s). For some work, eg presentations, coaching sessions, role-play, work experience, you will need to provide proof that you completed the task(s). A witness statement or observation sheet could be used for this. If you are unsure, check with your tutor.

Q *When I have finished, what do I need to hand in?*

A You need to hand in the work that you have completed for each task. Do not include any draft work or handouts unless these are asked for. When you hand in your work make sure that it is labelled, titled and in the correct order for assessing.

Scenario

4688 Adventures

4688 Adventures is an enterprise company which was set up last year in your school/college to offer adventure days out during school holidays. 4688 Adventures has offered to you a 10-day work experience placement in its administrative department. It has asked you to help it produce a variety of documents, research new adventure days, use verbal communication methods and email for communication. You have also been asked to find out how ICT impacts on 4688 Adventures and the advantages and disadvantages of communication using technology.

Tasks

Task 1: Adventures survey

(AO1, 2, 3 and 4)

4688 Adventures has asked you to find out from your peers the most popular adventure days in which they have been involved.

You need to carry out a survey:

- (a) Prepare and produce a list of appropriate questions to use in the survey.
- (b) Carry out verbal questioning of at least 10 different people and record their responses to your questions. You must keep evidence of the interviews.
Your questions could include:
 - type of adventure
 - details of the venue
 - what was good about the adventure
 - maximum to spend on an adventure
 - information on price paid.
- (c) Produce an informal letter to 4688 Adventures (using your centre address at the top of the letter). In the letter you should give a summary of the results from your survey. Use appropriate software, formats and conventions for your letter.
- (d) Attach a copy of the list of questions you used to the letter and a copy of a witness statement from your tutor which identifies the verbal skills you used.
- (e) Email a copy of your letter to your line manager and inform them of your attachments. Give them advice on how to download and save the attachment safely to their own work area. Ask your line manager to send you a reply confirming that they have downloaded and saved the file attachment safely.

Task 2: New Trips

(AO1, 2 and 4)

4688 Adventures would like you to find out information on the latest adventure crazes and days out. To do this you will need to carry out Internet and paper-based research (eg. leaflets from adventure parks and about adventure trips).

You will then need to summarise this information in a memo and send it to your line manager.

You need to:

- (a) Use the Internet to research adventure camps/days out.
- (b) Use paper-based research to find out about adventure camps/days out (e.g. magazines/journals/newspapers/leaflets).
- (c) Produce a list of all the websites and paper-based research you have used, giving a brief summary of the information you have found.
- (d) Produce a promotional leaflet based on your findings.
- (e) Produce a presentation to your line manager using appropriate software formats and conventions. Include in your presentation your choice of top three adventure days out based on your Internet, paper-based and questionnaire research. For each of the different

adventures you should include details of the adventure. Ensure that you include a bibliography.

- (f) Present the information verbally to your line manager.

You should use appropriate visual aids in your presentation such as notes, prompt cards, presentation slides, audio/video recordings, etc. These must be submitted as part of your evidence. Your tutor will produce a witness statement.

Task 3: Recommended adventures

(AO1)

Your line manager is pleased with your presentation and promotional leaflet. Write a memo, recommending and justifying each of your top three adventure days out. This should be based on the information you have researched in Task 1 and Task 2.

Write a memo to your line manager recommending your top three adventure days out, providing a justification for each recommendation.

Task 4: Communication using technology

(AO1, 2, 5 and 6)

4688 Adventures likes to be well-organised in its business. It has asked you to review the advantages and disadvantages of communication using technology. Include an analysis of the impact of the continuing development of ICT as a tool for communication in business and society. Produce a professional business report using appropriate business format and conventions to present your findings.

You need to:

- (a) research the advantages and disadvantages of communication using technology in business using based paper-based and internet research methods.
- (b) research the impact of continuing development of ICT as a tool for communication in business and society using the internet and paper-based research. You could design a simple survey to get people's ideas and opinions on the impact which technology has had.
- (c) analyse your findings about the impact of these developments on business and society.
- (d) produce a report which includes:
 - the advantages and disadvantages of communication using technology such as fax, mobile phones, telephones and email to include:
 - costs of investing in ICT
 - speed of access
 - ease of access
 - format of data.
 - an analysis of the impact of continuing development of ICT as a tool for communication in business and society to include:
 - broadband Internet access
 - mobile communications
 - networks
 - the home workstation
 - access to communication services via television.
- (e) use appropriate software, formats and conventions in your report (eg. introduction, procedures, findings, conclusion and bibliography).

- (f) produce a list detailing the reference resources used for your research and include this as a bibliography within your report. You should have used Internet and paper-based research.

Model Assignment: Candidate Checklist

OCR Level 2 Nationals in Business

Unit 4: Communication in business

CANDIDATE NAME: _____

For task 1 have you:	Completed (✓)	Ref/Page number(s)
prepared and produced a list of questions to use in a survey?		
Verbally questioned 10 people and recorded their responses?		
Produced an informal letter incorporating a summary of the responses?		
Attached a copy of the list of questions to the letter?		
Sent an email to your line manager?		
Used appropriate software/formats/conventions for your letter?		
Included a completed witness statement from your tutor?		

For task 2 have you:	Completed (✓)	Ref/Page number(s)
used the internet to research adventure days out?		
Used paper-based information to research adventure days out?		
produced a list of all websites and paper-based research used, giving a brief summary of the products and prices?		
Produced a presentation?		
Produced a memo?		

For task 3 have you:	Completed (✓)	Ref/Page number(s)
Written a memo?		
used appropriate software applications/formats/conventions for your memo?		
produced a separate list of reference resources?		
For task 4 have you:	Completed (✓)	Ref/Page number(s)
produced a report, using appropriate software, in a format and style appropriate for business?		
included an analysis of the impact of continuing development of ICT as a tool for communication in business and society?		
Included the advantages and disadvantages of communication using technology?		
Used appropriate software, formats and conventions in your report?		
Produced a detailed bibliography of your paper-based and internet research?		

Model Assignment: Tutor Information

OCR Level 2 Nationals in Business

Unit 4: Communication in business

Guidance For Centres

1 General

- 1.1 OCR model assignments are issued free to centres on approval and are available to download from our website www.ocr.org.uk.
- 1.2 Centres may choose to:
 - use OCR model assignments for formal summative assessment of candidates
 - tailor OCR model assignments for formal summative assessment of candidates
 - use OCR model assignments as a benchmark for devising their own assignment.
- 1.3 This assignment has been designed to meet the full assessment requirements of the unit. Candidates will need to take part in a planned learning programme that covers the underpinning knowledge and skills of the unit.

2 Before carrying out the assignment

- 2.1 Candidates should be provided with a copy of the *Candidate Information* section of this booklet.
- 2.2 Candidates may carry out preparations prior to undertaking the tasks; there is no time limit for this.

3 When completing the assignment

- 3.1 Candidates should be allowed sufficient time to complete all of the tasks. The amount of time may vary depending on the nature of the tasks and the ability of individual candidates. It is suggested that evidence is produced in several sessions.
- 3.2 Each candidate must produce individual and authentic evidence for each task within the assignment.
- 3.3 Centre staff may give support and guidance to candidates. This support and guidance should focus on checking that candidates understand what is expected of them. It is not acceptable for tutors to provide model answers or to work through answers in detail.
- 3.4 Candidates may use information from any relevant source to help them with producing evidence for the tasks.
- 3.5 It is acknowledged that candidates in their responses will refer to situations in the scenario but as the scenario is fictitious this does not break any rules of confidentiality. However, candidates must be guided on the use of information from other sources to ensure that confidentiality is maintained at all times.

4 After completing the assignment

- 4.1 Candidates' evidence is assessed by the centre's assessor against the qualification specification contained in the Centre Handbook. When grading candidates' work centres **must** use the grading descriptors in the unit. For further information about assessment please refer to the section on Assessment and Moderation in the Centre Handbook.

- 4.2 Assessors' decisions should be quality assured across the centre through internal moderation. For further information about internal moderation please refer to the section on Assessment and Moderation in the Centre Handbook.

5 Presentation of work

- 5.1 Candidates may use the *Candidate Checklist* provided to ensure that they submit evidence for ALL tasks. They can do this by using the *Candidate Checklist* as a contents page inserting references/page numbers in the boxes provided.
- 5.2 Centres may wish to discourage candidates from excessive use of plastic wallets for presentation of their evidence as this may hinder the assessment process. Instead centres may wish to encourage candidates to present their work so that it is easily accessible, eg spiral bound, stapled booklet, treasury tag.

6 Acceptable evidence

- 6.1 For guidance on generation and collection of evidence please refer to the section on Assessment and Moderation in the Centre Handbook.

7 Reworking the assignment

- 7.1 If candidates do not meet the minimum PASS requirements for the assessment objectives, further work will be required.
- 7.2 Tutors may give feedback to candidates to support and guide them in producing evidence to the required standard.

Notes For Tutors

Introduction to the Tasks

The tasks have been designed to enable candidates to demonstrate their knowledge and understanding of the different types of communication methods used in business and the impact ICT has had on communications.

The tasks have been designed so that all of the assessment objectives in Unit 4 are addressed.

These guidance notes should be used in conjunction with the unit specification and Centre Handbook.

The Tasks

Task 1: Adventures survey

AO1, 2, 3 and 4 are assessed in this task.

Assessment Objectives 1, 2, 3 and 4 are assessed in this task.

In this task candidates are asked to:

- prepare and produce a list of questions for use in a survey
- verbally question 10 or more people by carrying out their survey
- record their responses
- produce an informal letter which includes a summary of the responses.

Candidates will need to know how to use different questioning techniques and how to compose a simple survey. They will need to understand the importance of selecting appropriate people for the survey and the best way to record and summarise, in a straightforward way, responses from those being surveyed.

Candidates should be encouraged to ask questions to find out the following:

- type of social adventure
- details of the venue
- what was good about the adventure
- maximum people would spend on an adventure day out
- information on price paid.

The tone and language used should be appropriate for an informal communication. **Candidates should be aware that the type of language used in text messages will not be acceptable.** The letter must incorporate an analysis of the responses from the survey. They should also attach a copy of the list of questions used to the letter.

Candidates need to keep the original survey responses.

The letter and questionnaire will be attached to an email and sent to the tutor. You will need to provide candidates with an appropriate email address. In their email they will advise you how to save the attachment safely. You will need to reply to their email acknowledging receipt and confirming that you have downloaded and saved it safely.

Task 2: New Trips

AO1, 2, and 4 are assessed in this task.

In this task candidates are asked to:

- research adventure trips
- produce a resource list
- produce a memo.

Candidates must use the Internet to research adventure days out. They must also use paper-based research, e.g. leaflets from adventure parks, newspaper articles, etc.

Candidates will need to produce a resource list detailing all the websites visited and the paper-based research used.

Candidates will then produce a promotional leaflet and presentation to present their findings. They will need to deliver the presentation which will need to be observed and a detailed, individual witness testimony completed.

Candidates will need to use appropriate software, formats and conventions for the documentation.

Task 3: Recommended adventures

AO1 and 2 are assessed in this task.

Based on the research and the information the candidates have found in Task 2, they will write to you a memo outlining their findings and recommending their top three adventure days out which should be offered by 4688 Adventures.

Task 4: Communication using technology

AO1, 2, 5 and 6 are assessed in this task.

In this task candidates are asked to:

- research the advantages and disadvantages of communication using technology
- research the impact of the continuing development of ICT as a tool for communication in business and society using the Internet and paper-based research. Candidates could design a simple survey to find out from people what they think
- analyse their findings and identify the impacts of these developments on business and society
- produce a written report.

In this task, candidates will use various reference resources to research the advantages and disadvantages of how ICT can be used as a tool for communication. Sources of information could include journals, newspapers, magazines, TV reports, the Internet, shops etc.

The report should be a formal document which complies with current conventions. The report will need to include:

- The advantages and disadvantages of communication using technology to include the:
 - costs of investing in ICT
 - speed of access
 - ease of access
 - format of data.

- An analysis of the impact of the continuing development of ICT as a tool for communication in business and society to include:
 - broadband Internet access
 - mobile communications
 - networks
 - the home workstation
 - access to communication services via television.

The report must be produced using appropriate conventions, e.g. introduction, procedures, findings, conclusion and bibliography.

Witness Statement – Unit 4

AO4	Use a range of verbal communication methods suitable for specific situations One will be needed for the verbal questioning One will be needed for the presentation
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CANDIDATE NAME	
ASSESSOR NAME	
Date of presentation	

ASSESSOR FEEDBACK

Structure and organisation of presentation and its environment							
Please tick	NYP		Pass		Merit		Distinction
Assessor comments							
Delivery of presentation							
Please tick	NYP		Pass		Merit		Distinction
Assessor comments							
Content of presentation							
Please tick	NYP		Pass		Merit		Distinction
Assessor comments							

Use of visual aids							
Please tick	NYP		Pass		Merit		Distinction
Assessor comments							
AREAS FOR IMPROVEMENT/GENERAL COMMENTS							

RECORD OF QUESTIONS/ANSWERS

ASSESSOR QUESTION 1	
CANDIDATE RESPONSE 1	
ASSESSOR QUESTION 2	
CANDIDATE RESPONSE 2	
ASSESSOR QUESTION 3	
CANDIDATE RESPONSE 3	

ASSESSOR SIGNATURE:		DATE:	
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CANDIDATE SIGNATURE:		DATE:	
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