

Model Assignment

Issued September 2009

OCR Level 2 Nationals in Business

Unit 4: Communication in business

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.

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.

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G302 09-09

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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: Obtaining new customers

Assessment Objectives 1, 2 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
- survey 10 people
- record their responses
- produce an informal letter that 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 event
- details of the venue
- type of music played
- special effects used
- information on price paid for the DJ or tickets (if known or if appropriate).

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.

Task 2: New DJ equipment

Assessment Objectives 1 and 2 are assessed in this task.

In this task candidates are asked to:

- research DJ equipment
- produce a resource list
- produce a memo.

Candidates must use the internet to research the websites of other DJ businesses and DJ equipment suppliers to obtain detailed information on the equipment currently being used by DJs and compare their findings with paper-based research (e.g. magazines/newspapers/journals).

Candidates will need to produce a resource list detailing all the websites visited with a brief summary of products and prices.

Candidates will then produce a memo to Morice and Joanna listing the equipment they have chosen, for use in a DJ business.

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

Task 3: Communication using technology

Assessment Objectives 1, 2 and 5 are assessed in this task.

In this task candidates are asked to:

- research the advantages and disadvantages of communication using technology
- produce an information leaflet incorporating the results of their research.

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.

They will then prepare an information leaflet for Morice and Joanna outlining these advantages and disadvantages. Candidates should be encouraged to use no more than two sides of A4 paper for the information leaflet. The information leaflet should cover:

- costs of investing in ICT
- speed of access
- ease of access
- format of data.

Candidates should then prepare a separate list detailing the reference resources used, as evidence of their research. This should include:

- for websites, the website address, date visited, brief summary of findings
- for journals, title, publication details, brief summary of findings.

Task 4: Report on the impact of the continuing development of ICT as a tool for communication in business and society

Assessment Objectives 1, 3 and 6 are assessed in this task.

Candidates will need to cover the impact of continuing development of ICT as a tool for communication in business.

In this task candidates are asked to:

- produce a separate list detailing the reference sources used in the research
- produce a report
- email the report as an attachment to the tutor
- receive an email acknowledgement from the tutor.

In the report candidates are asked to include the following topics:

- broadband internet access
- mobile communications
- networks
- the home workstation
- access to communication services via television.

Candidates will need to present the report as a word-processed document. They will be required to use straightforward software functions. Candidates should use a format and style that would be acceptable in the workplace.

Candidates will need access to email so that they can send the report to the tutor and receive an acknowledgement of receipt.

Task 5: Presentation on the impact of ICT as a tool for communication on MoJo DJ business and society

Assessment Objectives 4 and 6 are assessed in this task.

In this task candidates are asked to:

- prepare a 5-minute verbal presentation on the impact of ICT as a tool for communication
- give a presentation to MoJo DJs
- include suitable visual aids and presentation notes.

Candidates will need skills for the preparation and delivery of a verbal presentation, using suitable visual aids. Candidates will need to provide presentation notes and copies of their slides in their evidence and may also include audio or visual recordings. Candidates are asked to give a verbal presentation to MoJo DJs. This should consist of a group of at least three people (acting as MoJo DJs).

A witness statement by the tutor will be necessary as a contribution towards the assessment of this task.

Witness Statement – Unit 4

AO4	Use a range of verbal communication methods suitable for specific situations
AO6	Analyse the impact of the continuing development of ICT as a tool for communication in business and society

CANDIDATE NAME	
ASSESSOR NAME	
Date of presentation	

ASSESSOR FEEDBACK

Structure and organisation of presentation and its environment							
Please tick	Weak		Fair		Good		Excellent
Assessor comments							
Delivery of presentation							
Please tick	Weak		Fair		Good		Excellent
Assessor comments							
Content of presentation							
Please tick	Weak		Fair		Good		Excellent
Assessor comments							

Use of visual aids							
Please tick	Weak		Fair		Good		Excellent
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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Model Assignment: Candidate Information

OCR Level 2 Nationals in Business

Unit 4: Communication in business

CANDIDATE NAME: _____

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

MoJo DJs

Two of your friends, Morice Mussanzi and Joanna Sinclair, have been running their own business, MoJo DJs, in your local area for the past 15 months. At present their only regular work is at the Paradise Nightclub. However they have just been told that the club will be closing at the end of next month.

They thoroughly enjoy the work and are very popular. They consider themselves to be hugely versatile DJs, with a good sense of what is required for all venues. They are excellent sound mixers, have developed the vital skill of beat mixing and are happy to work in any type of venue. They have gained a lot of experience and are confident they can increase their business to enable them to work as full-time DJs. They realise that without the Paradise Nightclub work they need to increase their customer base significantly.

They have discussed increasing their DJ business with friends and family and have asked you to help them. They are relying especially on your business and ICT skills.

Morice and Joanna have been considering the best way to find potential customers. They are anxious to find people who would use their services and want to do this as cheaply as possible. They also need to think about the equipment they need to buy. The equipment they have been using was bought second-hand and is about 8 years old, and is now out of date and in poor condition. Morice and Joanna are aware that new technology has radically changed the equipment DJs now use. They have been advised to use the internet to find good quality equipment at bargain prices but they have no experience of computers or of the internet.

They realise that working for a greater number of different clients means that they need to be well organised to avoid overbooking. They are going to be out and about all the time and want their customers to be able to reach them whenever and wherever they may be. It has been suggested that recent developments in mobile phone technology could help them communicate more effectively with existing customers, prospective customers and each other.

Tasks

Task 1: Obtaining new customers

Assessment Objectives 1, 2 and 4

Joanna and Morice want you to find out which venues in your local area may wish to use their DJ business. To do this you need to ask people about the social events they have attended recently such as weddings, dances, gigs, parties, discos etc.

You need to:

- (a) Prepare and produce a list of appropriate questions to use in the survey.
- (b) Interview 10 people and record their responses to your questions. Keep evidence of the interviews.

Your questions could include:

- type of social event
 - details of the venue
 - types of music played
 - special effects used
 - information on price paid for DJ or tickets (if known or applicable).
- (c) Produce an informal letter to Morice and Joanna (using your centre address at the top of the letter). In the letter you should give Joanna and Morice a summary of the results of 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.

Task 2: New DJ equipment

Assessment Objectives 1 and 2

Morice and Joanna would like you to find out information on the range of DJ equipment currently being used to help them make a decision about what to buy. To do this you will need to carry out internet research.

You will then need to summarise the information and send Morice and Joanna a memo.

You need to:

- (a) Use the internet to research the websites of other DJ businesses and DJ equipment suppliers in order to obtain detailed information on DJ equipment currently being used. You must also use paper-based research to compare findings (e.g. magazines/journals/newspapers).
- (b) Produce a list of all the websites you have visited, giving a brief summary of the products and prices.

- (c) Produce a memo to Morice and Joanna using appropriate software formats and conventions. In your memo you should include your choice of the equipment that they will need. For each piece of equipment you should include details of the product, its price and the website address of your recommended supplier(s). Attach your list created in (b) to the memo.

Task 3: Communication using technology

Assessment Objectives 1, 2 and 5

Morice and Joanna will need to be well organised in all aspects of their business.

- (a) Research the advantages and disadvantages of communication using technology.
- (d) Produce an information leaflet, for Morice and Joanna, listing the advantages and disadvantages of communication using technology. Your report must include:
- costs of investing in ICT
 - speed of access
 - ease of access
 - format of data.
- © Use appropriate software, formats and conventions in the production of your leaflet.
- (e) Produce a list detailing the reference resources used for your research and include this at the end of the leaflet. You should use paper-based and internet research.

Task 4: Report on the impact of the continuing development of ICT as a tool for communication in business and society

Assessment Objectives 1, 3 and 6

Morice and Joanna want you to analyse the impact of continuing development of ICT as a tool for communication on business and society.

You need to produce a report for Joanna and Morice which covers the following impacts:

- broadband internet access
- mobile communications
- networks
- the home workstation
- access to communication services via television.

Your report should be produced using appropriate software in a format and style that would be appropriate for business.

- (a) Email the report as an attachment to your tutor.
- (b) Ask your tutor to send you an email to acknowledge receipt of your message.

Task 5: Presentation on the impact of ICT as a tool for communication on MoJo DJ business and society

Assessment Objectives 4 and 6

Prepare and deliver a 5 minute verbal presentation to MoJo DJs. The focus should be the impact of how ICT can impact on their business and society as a tool for communication.. You may use the content of the report you produced in Task 4.

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. You should receive a witness statement from your tutor.

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?		
Interviewed 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?		
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 the websites of DJ businesses and DJ equipment suppliers?		
produced a list of all websites used, giving a brief summary of the products and prices?		
compared your internet research with paper-based research?		
produced a memo including your choice of DJ equipment that will be needed in the new business, together with prices and the website address of the recommended supplier(s)?		
attached your list of websites to the memo?		
used appropriate software/formats/conventions for your memo?		

For task 3 have you:	Completed (✓)	Ref/Page number(s)
used various reference resources to research the advantages and disadvantages of communication using technology in the DJ business?		
produced an information leaflet for Morice and Joanna, detailing the advantages and disadvantages of communication using technology business?		
used appropriate software applications/formats/conventions for your leaflet?		
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 information on the impact of continuing development of ICT as a tool for communication in business and society?		
emailed your report as an attachment to your tutor?		
received an email acknowledgement from your tutor?		

For task 5 have you:	Completed (✓)	Ref/Page number(s)
prepared a 5 minute verbal presentation on the impact of PDAs on MoJo DJs and society?		
delivered the presentation to MoJo DJs?		
used appropriate visual aids in your presentation such as notes, prompt cards, presentation slides, audio/video recordings etc?		
submitted all your presentation materials as evidence?		
attached the completed witness statement you received from your tutor?		