

Please read the instructions printed at the end of this form. A Unit Recording Sheet must be completed for each candidate and unit.											
<b>Unit Title</b>	<b>Design a business proposal</b>				<b>Unit Code</b>	<b>R068</b>	<b>Session</b>		<b>Year</b>	<b>2</b>	<b>0</b>
<b>Scenario Title</b>											
<b>Centre Name</b>							<b>Centre Number</b>				
<b>Candidate Name</b>							<b>Candidate Number</b>				
<b>Marking Criteria</b>							<b>Teacher Comments</b>	<b>Mark</b>	<b>Page No.</b>		
<b>Task 1 – Topic Area 1: Market research</b>											
<b>MB1: 1 - 4 marks</b>		<b>MB2: 5 - 8 marks</b>		<b>MB3: 9 - 12 marks</b>							
<p><b>Identifies</b> the overall aims of the market research. <b>Basic</b> outline of the sampling method(s) to be used, evidencing <b>limited</b> understanding.</p> <p>Creates market research tools with <b>limited</b> effectiveness, resulting in completed research outcomes with <b>limited</b> relevance to the aims.</p> <p>Collates the results and uses <b>basic</b> method(s) to <b>briefly</b> present the research outcomes.</p> <p><b>Limited</b> review of the collated results.</p> <p style="text-align: right;"><b>[1 2 3 4]</b></p>		<p>A <b>sound</b> explanation of the overall aims of the market research. <b>Sound</b> justification of the sampling method(s) to be used, evidencing <b>some</b> understanding.</p> <p>Creates <u>three</u> <b>mostly</b> effective market research tools, resulting in completed research outcomes with <b>some</b> relevance to the aims.</p> <p>Collates the results and uses <b>mostly</b> effective method(s) to present the research outcomes.</p> <p><b>Sound</b> review of the collated results.</p> <p style="text-align: right;"><b>[5 6 7 8]</b></p>		<p>A <b>comprehensive</b> explanation of the overall aims of the market research. <b>Comprehensive</b> justification of the sampling method(s) to be used, evidencing <b>clear</b> understanding.</p> <p>Creates <u>three</u> <b>comprehensive</b>, accurate and <b>fully</b> effective market research tools resulting in completed research outcomes that are <b>fully</b> relevant to the aims.</p> <p>Collates the results and uses <b>effective</b> method(s) to present the research outcomes.</p> <p><b>Comprehensive</b> review of the collated results.</p> <p style="text-align: right;"><b>[9 10 11 12]</b></p>							
								<b>/12</b>			

Marking Criteria			Teacher Comments	Mark	Page No.
<b>Task 2 – Topic Area 2: How to identify a customer profile</b>					
<b>MB1: 1 - 2 marks</b>	<b>MB2: 3 - 4 marks</b>	<b>MB3: 5 - 6 marks</b>			
Describes <b>limited</b> features of a specific customer profile using market segmentation techniques.  <b>Limited</b> justification of the selected customer profile.  [1 2]	Describes <b>some</b> features of a specific customer profile using market segmentation techniques.  <b>Some</b> justification of the selected customer profile, with reference to the market research findings.  [3 4]	Describes <b>in detail</b> the features of a specific customer profile using market segmentation techniques.  <b>Detailed</b> justification of the selected customer profile, with reference to the market research findings.  [5 6 ]			
			/6		

Marking Criteria			Teacher Comments	Mark	Page No.
<b>Task 3 – Topic Area 3: Develop a product proposal</b>					
<b>MB1: 1 - 3 marks</b>	<b>MB2: 4 - 6 marks</b>	<b>MB3: 7 - 9 marks</b>			
Creates a <b>basic</b> outline of a design mix with <b>limited/no</b> reference to the customer profile and market research findings.  Generates product design ideas with <b>limited</b> use of creative techniques.  <b>Limited</b> description of how the design mix and market research findings have informed one of the designs.  [1 2 3]	Creates an outline of an appropriate design mix with <b>some</b> justification.  Generates product design ideas with <b>adequate</b> use of creative techniques.  <b>Sound</b> description of how the design mix and market research findings have informed one of the designs.  [4 5 6]	Creates an outline of an appropriate design mix with <b>comprehensive</b> justification.  Generates product design ideas with <b>effective</b> use of creative techniques.  <b>Comprehensive</b> description of how the design mix and market research findings have informed one of the designs.  [7 8 9]			
			/9		

Marking Criteria			Teacher Comments	Mark	Page No.
<b>Task 4 – Topic Area 3: Develop a product proposal</b>					
<b>MB1: 1 - 3 marks</b>	<b>MB2: 4 - 6 marks</b>	<b>MB3: 7 - 9 marks</b>			
<p>A <b>basic</b> summary of the strengths and/or weaknesses of the design proposals is produced. <b>Limited or no</b> reference is made to the self-assessment and the verbal and written feedback gathered.</p> <p>Design modifications, with <b>limited</b> relevance to self-assessment and feedback, are carried out with <b>basic</b> description.</p> <p><b>Basic</b> reasons for choosing the final design are provided.</p> <p style="text-align: right;">[1 2 3]</p>	<p>A <b>sound</b> summary of the strengths and weaknesses of the design proposals is produced. <b>Some</b> reference is made to the self-assessment and the verbal and written feedback gathered.</p> <p>Design modifications, with <b>sound</b> relevance to self-assessment and feedback, are carried out with <b>adequate</b> description.</p> <p><b>Some</b> explanation of the reasons for choosing the final design is given.</p> <p style="text-align: right;">[4 5 6]</p>	<p>A <b>comprehensive</b> summary of the strengths and weaknesses of the design proposals is produced. <b>Detailed</b> reference is made to the self-assessment and the verbal and written feedback gathered.</p> <p>Design modifications, with <b>clear</b> relevance to self-assessment and feedback, are carried out with <b>full</b> description.</p> <p>The reasons for choosing the final design are <b>fully</b> justified.</p> <p style="text-align: right;">[7 8 9]</p>			
			/9		

Marking Criteria			Teacher Comments	Mark	Page No.
<b>Task 5 – Topic Area 4: Review whether a business proposal is financially viable Part One</b>					
<b>MB1: 1 - 3 marks</b>	<b>MB2: 4 - 6 marks</b>	<b>MB3: 7 - 9 marks</b>			
<p>Identifies a <b>limited</b> range of costs relating to the chosen product design. Variable cost calculations for the product design are completed, with <b>limited accuracy</b>.</p> <p>Predicts a number of units sold in the first month showing <b>no/basic</b> reasoning.</p> <p>Selects a pricing strategy and selling price for the product design. Reasoning has <b>no/limited</b> reference to the identified customer profile.</p> <p>Calculates the predicted total costs and predicted total profit for the first month with <b>limited accuracy</b>.</p> <p style="text-align: right;">[1 2 3]</p>	<p>Identifies <b>some</b> relevant costs relating to the chosen product design. Variable cost calculations for the product design are <b>mostly</b> accurately completed.</p> <p>Predicts a number of units sold in the first month showing <b>sound</b> reasoning.</p> <p>Selects an <b>appropriate</b> pricing strategy and selling price for the product design. Reasoning has <b>some</b> reference to the identified customer profile.</p> <p>Calculates the predicted total costs and the predicted total profit for the first month with <b>some accuracy</b>.</p> <p style="text-align: right;">[4 5 6]</p>	<p>Identifies <b>all</b> relevant costs relating to the chosen product design. Variable cost calculations for the product design are <b>accurately</b> completed.</p> <p>Predicts a number of units sold in the first month showing <b>detailed</b> reasoning.</p> <p>Selects an <b>appropriate</b> pricing strategy and selling price for the product design. Reasoning is <b>clearly focused</b> on the identified customer profile.</p> <p>Calculates the predicted total costs and predicted total profit for the first month <b>accurately</b>.</p> <p style="text-align: right;">[7 8 9]</p>		/9	
<b>Task 5 – Topic Area 4: Review whether a business proposal is financially viable Part Two</b>					
<b>MB1: 1 - 3 marks</b>	<b>MB2: 4 - 6 marks</b>	<b>MB3: 7 - 9 marks</b>			
<p>Applies the break-even formula to calculate break-even for the business proposal, with <b>limited accuracy</b>. Shows a <b>basic</b> understanding of the results.</p> <p>Provides a <b>basic</b> outline of the impact of a change in price on the break-even level of sales for the business proposal.</p> <p>The financial viability of the business proposal is assessed with <b>limited</b> accuracy and detail.</p> <p style="text-align: right;">[1 2 3]</p>	<p>Applies the break-even formula to calculate break-even for the business proposal with <b>some accuracy</b>. Shows a <b>sound</b> understanding of the results.</p> <p>Provides a <b>sound</b> description of the impact of a change in price on the break-even level of sales for the business proposal.</p> <p><b>Adequate</b> evaluation of the financial viability of the business proposal.</p> <p style="text-align: right;">[4 5 6]</p>	<p>Applies the break-even formula to calculate break-even for the business proposal <b>accurately</b>. Shows a <b>clear</b> understanding of the results.</p> <p>Provides a <b>comprehensive</b> description of the impact of a change in price on the break-even level of sales for the business proposal.</p> <p><b>Full</b> evaluation of the financial viability of the business proposal.</p> <p style="text-align: right;">[7 8 9]</p>		/9	

Marking Criteria			Teacher Comments	Mark	Page No.
<b>Task 6 – Topic Area 5: Review the likely success of the business proposal</b>					
<b>MB1: 1 - 2 marks</b>	<b>MB2: 3 - 4 marks</b>	<b>MB3: 5 - 6 marks</b>			
Risks and challenges involved with producing and launching a new product are <b>identified</b> .  <b>Basic</b> links made between the business proposal and risks and challenges faced with <b>limited</b> explanation. <b>Little/no</b> reference made to how these risks and challenges could be minimised/overcome.	<b>Sound</b> explanation of the risks and challenges involved with producing and launching a new product.  <b>Adequate</b> evaluation of the impact that risks and challenges faced may have on the success of the business proposal. <b>Some</b> reference made to how these risks and challenges could be minimised/overcome.	<b>Comprehensive and realistic</b> explanation of the risks and challenges involved with producing and launching a new product.  <b>Fully</b> evaluates the impact that risks and challenges faced may have on the success of the business proposal. <b>Detailed</b> reference made to how these risks and challenges could be minimised/overcome.			
[1 2]	[3 4]	[5 6]		/6	
<b>Total</b>				<b>/60</b>	

Please tick to confirm this work has been standardised internally	<input type="checkbox"/>
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Please note: This form may be updated on an annual basis. The current version of this form will be available on the OCR website ([www.ocr.org.uk](http://www.ocr.org.uk)).

A Centre Authentication form (CCS160) **must** be completed for each submission to the moderator. This **must** be held in your centre to be available on request at centre inspection.

#### Guidance on Completion of this Form

- 1 One form should be used for every candidate.
- 2 Please make sure that all parts of the form are completed.
- 3 Please enter specific page numbers where evidence can be found in the portfolio, and where possible, indicate to which part of the text in the mark band the evidence relates.
- 4 Circle/highlight the mark awarded for each strand of the marking criteria in the appropriate box.
- 5 Enter the circled/highlighted mark in the 'Mark' column.
- 6 Add the marks for the strands together to give a total out of 60. Enter this total in the relevant box.
- 7 For Paper-based submissions, one of these sheets, suitably completed, should be attached to the assessed work of each candidate.
- 8 For Electronic Internal submissions, prior to submitting 'candidate evidence' to OCR (via the Repository/SfA or via a USB), the Centre should add a separate folder containing the Unit Recording Sheets.