

**ENTRY LEVEL**

**BUSINESS STUDIES**

Internal Assessment (Coursework Format)

Marketing and Enterprise

**R343**

**INSTRUCTIONS TO CANDIDATES**

- Complete **all** the investigations.

**INFORMATION FOR CANDIDATES**

- The number of marks is given in brackets [ ] at the beginning of each investigation.
- The total number of marks for this internal assessment is **40**.
- This document consists of **4** pages.

### Internal Assessment (Coursework format)

Eatright is a small fast food business owned by Sam. Eatright sells healthy food which is low in fat and has plenty of salads on the menu.

Sam wants the business to get bigger. To do this Sam could open a new healthy fast food restaurant in the town of Miston or Dunnet. Some information has been collected to help Sam decide where to open the new restaurant. This information is shown in the following data section.

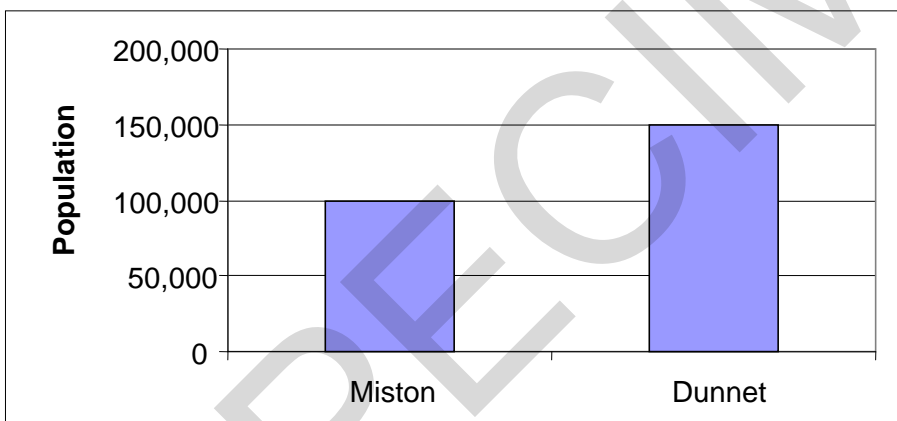
Sam would like your help in making the decision on whether to open the new business in Miston or Dunnet.

Sam also thinks she can sell healthy food to more young people. To help her with this she wants to know what 13 -16 year olds think of:

- the price Eatright can charge for a healthy meal
- where Eatright should advertise their fast food business

#### Data Section

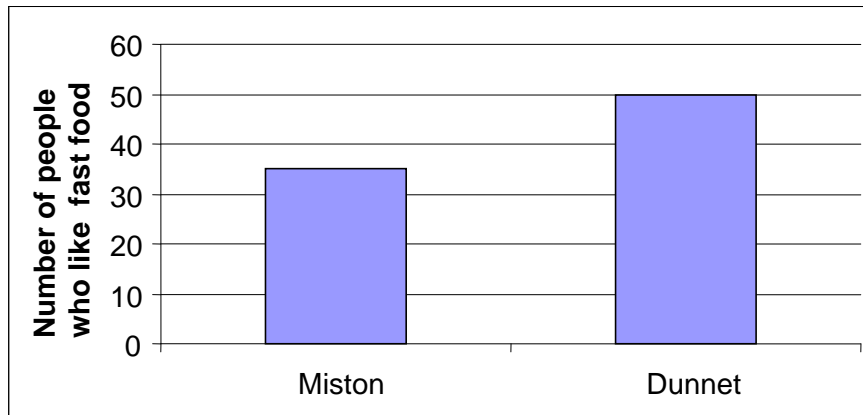
**Fig 1. Total population in each town**



**Population of Miston 100,000**

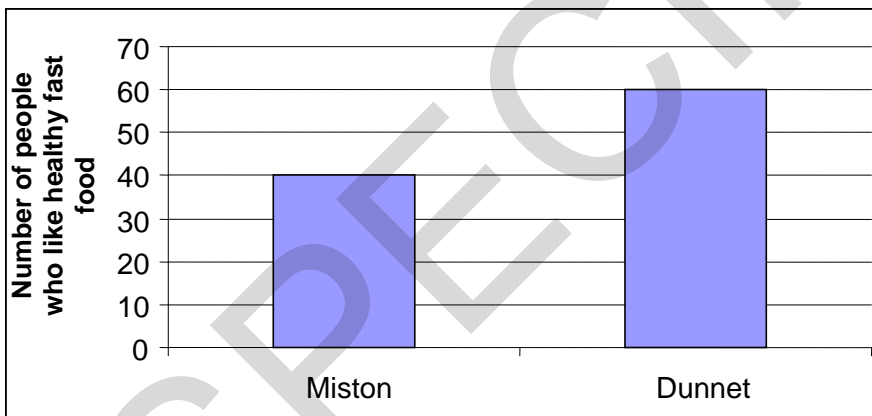
**Population of Dunnet 150,000**

**Fig 2.** Eatright asked 100 people in Miston and 100 people in Dunnet if they liked fast food. These are the results.



Miston	Dunnet
35 people out of 100 said they liked fast food	50 people out of 100 said they liked fast food

**Fig 3.** Eatright asked 100 people in Miston and 100 people in Dunnet if they like healthy fast food. These are the results.



Miston	Dunnet
40 people out of 100 said they like healthy fast food	60 people out of 100 said they like healthy fast food

**Investigation 1 (8 marks)**

Should Sam open a new healthy fast food restaurant in Miston or Dunnet? You must give reasons for the town that you choose.

You should use the following in your answer:

- the information in the Data Section.

**Investigation 2 (16 marks)**

Sam needs information on what price 13-16 year olds would pay for a healthy meal in a fast food restaurant. What price should Eatright charge for a healthy meal in its restaurant in order to sell to 13-16 year olds?

You should use the following in your answer:

- what you know and information you have collected about prices in different fast food restaurants
- what you have found out about the price that 13-16 year olds are prepared to pay for a healthy meal in a fast food restaurant.

**Investigation 3 (16 marks)**

Sam needs to decide where to advertise her business. Where should Sam advertise her business to attract 13-16 year olds?

You should use the following in your answer:

- what you know about where businesses advertise
- what you have found out about the types of places where 13-16 year olds see advertisements.

In your answer to Investigation 3 remember that Eatright is only a small business and does not have a lot of money to spend on advertising.

**BUSINESS STUDIES**

**R343**

Internal Assessment (Coursework Format)

Marketing and Enterprise

**Specimen Internal Assessment Mark Scheme**

The maximum mark for this component is **40**.

SPECIMEN

**Internal Assessment Mark Scheme**  
**The weighting of the assessment objectives**

	<b>AO1 Knowledge and understanding</b>	<b>AO2 Application</b>	<b>AO3 Analysis and evaluation</b>	<b>Total</b>
<b>Investigation 1</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>8</b>
<b>Investigation 2</b>	<b>5</b>	<b>7</b>	<b>4</b>	<b>16</b>
<b>Investigation 3</b>	<b>5</b>	<b>7</b>	<b>4</b>	<b>16</b>
<b>Total</b>	<b>13</b>	<b>17</b>	<b>10</b>	<b>40</b>

Note that ALL judgements on marking should be in the context of Entry Level. Thus when for example 'understanding is shown', this will be only at a very basic level, with at times simple language being used.

**Investigation 1 – 8 marks**

This investigation does NOT require any additional research by the candidate.

In their answer, candidates should look to:

- show knowledge of factors that might influence where a business might target its product or service (eg near target market, large population centres etc). This section may well be generic and need not be applied to a fast food business
- apply their understanding of the above to Eatright wanting to open a new healthy fast food business (eg near population likely to buy fast food products/healthy food products)
- make a recommendation on where Eatright should open its new restaurant. It is important for the higher levels that figures are used from the Data Section to support any recommendation being made.

The 8 marks available for this investigation are split between the three assessment objectives (AO1, AO2 and AO3). Guidance on how to mark each assessment objective is shown below.

**AO1 - 3 marks**

Candidate shows knowledge of factors that affect where a business should target its product or service.

0 marks. No response worthy of credit.

1 mark. Candidate makes simple statement on a factor that affects how a business targets its product or service.

2-3 marks. Candidate shows knowledge and some understanding of where a business targets its product or service. This may be a development of the point made for the first mark.

**AO2 - 3 marks**

Candidate applies knowledge to the context in the scenario.

0 marks. No response worthy of credit.

1 mark. Candidate makes a simple statement, applying the data to a fast food business.

2-3 marks. Candidate shows some application of the data to a fast food business. This may be a development of the point made for the first mark.

**AO3 - 2 marks**

Candidate makes judgement on which place is better for Eatright to target its service using data to justify choice.

0 marks for a choice without justification.

1 mark. Candidate makes simple judgement supported by general reference to the data.

2 marks. Candidate makes appropriate judgement supported by specific reference to the data.

**Investigation 2 - 16 marks**

This investigation will require some additional research by candidates. They will need some information on prices charged by other fast food restaurants. This could be direct from the business, or downloaded from the Internet. Primary research is required in the form of a short questionnaire (two or three questions with 10 responses) to obtain information on what 13-16 year olds are prepared to pay for healthy meals in a fast food restaurant. This may be collected at the same time as the data for Investigation 3.

In their answer, candidates should look to:

- show knowledge of how businesses set prices to attract customers (eg lower than competitors, special promotional/sale prices). Also show knowledge of the prices charged at present in the fast food business
- apply knowledge of pricing to a fast food restaurant (eg cheaper than McDonalds, meal deals etc.)
- use the data they have collected to recommend a price that Eatright should charge for a healthy meal aimed at 13-16 year olds. It is important for the higher levels that the data is used to support any recommendations being made.

The 16 marks available for this investigation are split between the three assessment objectives (AO1, AO2 and AO3). Guidance on how to mark each assessment objective is shown below.

**AO1 - 5 marks**

Candidate shows knowledge and understanding of methods of pricing and the prices charged by other fast food businesses. Knowledge and understanding of how to collect primary research is shown.

0 marks. No response worthy of credit.

1-2 marks. Candidate shows some limited knowledge and understanding of pricing having collected some data. Little understanding of market research is shown.

3-5 marks. Candidate shows adequate knowledge and understanding of pricing and has collected all necessary data. Understanding of how to collect market research data is shown.

**AO2 - 7 marks**

Candidate applies the knowledge of pricing to a fast food restaurant business. In this section the candidate can be also rewarded for showing an ability to plan the writing of the controlled assessment.

0 marks. No response worthy of credit.

1-2 marks. Candidate shows limited application of pricing to fast food restaurants. There is evidence of basic planning in the work presented.

3-4 marks. Candidate shows adequate application of pricing to fast food restaurants. There is evidence of adequate planning within the work.

5-7 marks. Candidate shows thorough application of pricing to fast food restaurants. There is evidence of thorough planning within the work.

**AO3 - 4 marks**

Candidate analyses the data and comes to a supported judgement on the price to be charged by Eatright.

0 marks. No response worthy of credit.

1-2 marks. Candidate makes simple judgements on the price to be charged for a meal, using limited or no evidence from the data collected.

3-4 marks. Candidate uses the data collected to support appropriate judgements on the price Eatright should charge for a meal.

**Investigation 3 – 16 marks**

This investigation will require additional research by candidates. They will need information on where businesses advertise. Primary research will also be required in order to collect the necessary data on 13-16 year olds. This should be in the form of a short questionnaire (2 or 3 questions with 10 responses). This may be collected with the data for Investigation 2.

In their answer, candidates should look to:

- show knowledge of where a business might advertise (eg television, newspapers, radio, etc)
- apply the knowledge above to Sam's fast food business, remembering it is only a small business (eg local newspapers, local radio, cinema, leaflets, etc)
- use the data collected to recommend to Sam where she should advertise her business. It is important for the higher levels that the data is used to support any recommendation being made.

The 16 marks available for this investigation are split between the three assessment objectives (AO1, AO2 and AO3). Guidance on how to mark each assessment objective is shown below.

**AO1 - 5 marks**

Candidate displays knowledge and understanding of the different places a business might advertise its products.

0 marks. No response worthy of credit.

1-2 marks. Candidate shows some limited knowledge and understanding of where businesses advertise.

3-5 marks. Candidate shows knowledge and understanding of where businesses might advertise.



**AO2 - 7 marks**

Candidate applies the knowledge and understanding of advertising to the context of a fast food restaurant. In this section, the candidate can be rewarded for the planning of the controlled assessment.

0 marks. No response worthy of credit.

1-2 marks. Candidate shows limited application of advertising to fast food restaurants. There is evidence of basic planning in the work presented.

3-4 marks. Candidate shows adequate application of advertising to fast food restaurants. There is evidence of adequate planning within the work.

5-7 marks. Candidate shows thorough application of advertising to fast food restaurants. There is evidence of thorough planning within the work.

**AO3 - 4 marks**

Candidate makes a supported judgement as to where Eatright should advertise the new restaurant.

0 marks. No response worthy of credit.

1-2 marks. Candidate makes simple judgements on the place Eatright should advertise, using limited or no evidence from the data collected.

3-4 marks. Candidate uses the data to support judgements made on where Eatright should advertise its fast food restaurant.