



Unit:
Introduction to Business
Autumn 2021 - Autumn 2024

Marking Scheme

Markers are advised that, unless a task specifies that an answer be provided in a particular form, then an answer that is correct (factually or in practical terms) **must** be given the available marks. If there is doubt as to the correctness of an answer, the relevant NCC Education materials should be the first authority.

This marking scheme has been prepared as a **guide only** to markers and there will frequently be many alternative responses which will provide a valid answer.

Each candidate's script must be fully annotated with the marker's comments (where applicable) and the marks allocated for each part of the tasks.

Throughout the marking, please credit any valid alternative point.

Where markers award half marks in any part of a task, they should ensure that the total mark recorded for the task is rounded up to a whole mark.

Marker's comments:

Moderator's comments:

Mark:

Moderated mark:

Final mark:

Penalties applied for academic malpractice:

Pre Task

Please check that the student has included a SWOT, PESTLE and Porter's Five Forces analysis in the appendix. Check that it is relevant to the product they have chosen. Students are expected to refer to these analyses as they answer the tasks. If they have not completed these analyses, they will not be able to refer to them in answering the tasks, and will struggle to reach a passing grade.

Task 1 250 words

10 marks

Describe your product. Describe the characteristics of the business that will manufacture and sell your product e.g. type of business and organisational structure, justifying your choices.

0-2 marks	3 marks	4-5 marks	6 marks	7-10 marks
Demonstrates a basic understanding of how the business type, organisational structure, and product are linked	Demonstrates a limited understanding of how the business type, organisational structure, and product are linked	Demonstrates a consistent understanding of how the business type, organisational structure, and product are linked	Demonstrates a critical understanding of how the business type, organisational structure, and product are linked	Demonstrates a comprehensive understanding of how the business type, organisational structure and product are linked
Gives basic justification for choices	Gives limited justification for choices	Gives appropriate justification for choices	Gives well explained and appropriate justification for choices	Gives well explained and highly appropriate justification for choices

Task 2 400 words

20 marks

Based on your environmental analysis, outline how you will respond to each opportunity and problem in the market to give your product the best chance of success against the competition. Justify your choices.

0-5 marks	6-7 marks	8-11 marks	12-13 marks	14-20 marks
Demonstrates basic understanding of how environmental factors impact the success of a product	Demonstrates limited understanding of how environmental factors impact the success of a product	Demonstrates adequate understanding of how environmental factors impact the success of a product	Demonstrates good understanding of how environmental factors impact the success of a product in a given market	Demonstrates comprehensive understanding of how environmental factors impact the success of a product in a given market
Provides basic interpretation and evaluation of the environment identifying some basic opportunities and problems	Provides limited interpretation and evaluation of the environment, including the competition, identifying limited opportunities and problems	Provides consistent interpretation and evaluation of the environment, including the competition, identifying some of the major opportunities and problems	Provides critical interpretation and evaluation of the environment, including the competition, identifying the major opportunities and problems	Provides consistently critical interpretation and evaluation of the environment, including the competition, identifying the major and some secondary opportunities and problems
Basic identification, selection and use of information from the environmental analysis.	Limited identification, selection and use of information from the environmental analysis.	Adequate identification, selection and use of relevant information from the environmental analysis.	Sound identification, selection and use of relevant information from the environmental analysis.	Coherent identification, selection and use of highly relevant information from the environmental analysis.
Proposes basic responses to opportunities and problems in the market	Proposes limited responses to opportunities and problems in the market	Proposes appropriate responses to opportunities and problems in the market	Proposes well explained and appropriate responses to opportunities and problems in the market	Proposes well explained and highly appropriate responses to opportunities and problems in the market

Task 3 400 words

20 marks

Propose a means of producing your product. Outline how you would ensure its quality on a day by day basis and over time. Justify your choices.

0-5 marks	6-7 marks	8-11 marks	12-13 marks	14-20 marks
Demonstrates basic understanding of the processes needed to produce a product	Demonstrates limited understanding of the processes needed to produce a product	Demonstrates adequate understanding of the processes needed to produce a product	Demonstrates good understanding of the processes needed to produce a product	Demonstrates comprehensive understanding of the processes needed to produce a product
Demonstrates basic ability to select methods of production with reference to the product	Demonstrates limited ability to select methods of production with reference to the product	Demonstrates adequate ability to select methods of production appropriate to the product	Demonstrates good ability to select methods of production appropriate to the product	Demonstrates comprehensive ability to select methods of production highly appropriate to the product
Demonstrates basic understanding of quality processes, day to day or over time	Demonstrates limited understanding of quality processes, day to day and over time	Demonstrates adequate understanding of quality processes, day to day and over time, attempting some distinction between the two	Demonstrates good understanding of quality processes, day to day and over time, making some distinction between the two	Demonstrates comprehensive understanding of quality processes, day to day and over time, making clear distinction between the two
Demonstrates basic ability to select methods to ensure the quality of the product	Demonstrates limited ability to select methods to ensure the quality of the product	Demonstrates adequate ability to select methods appropriate to ensuring the quality of the product	Demonstrates good ability to select methods appropriate to ensuring the quality of the product	Demonstrates comprehensive ability to select methods highly appropriate to ensuring the quality of the product
Gives basic justification for choices.	Gives limited justification for choices.	Gives appropriate justification for choices.	Gives well explained and appropriate justification for choices.	Gives well explained and highly appropriate justification for choices.

Task 4 600 words

25 marks

Imagine that a business capable of manufacturing and selling this product already exists. However, you will have to make significant changes to the business to deliver the product. You will introduce a new production process, discontinue the production of 1 or 2 existing products that aren't making a profit but which the company has manufactured for a long time, make 10% of your workforce redundant, and restructure the organisation to ensure you can sell your new product in new markets.

Outline a strategy for communicating and introducing these changes to minimise disruption in the business and handle any staff issues arising out of the planned changes. Justify your choices.

0-6 marks	7-9 marks	10-14 marks	15-17 marks	18-25 marks
Demonstrates basic knowledge and understanding of change management	Demonstrates limited knowledge and understanding of change management	Demonstrates adequate knowledge and understanding of change management	Demonstrates good knowledge and understanding of change management	Demonstrates comprehensive knowledge and understanding of change management
Provides basic interpretation of the changes to be communicated	Provides limited interpretation of the changes to be communicated	Provides consistent interpretation of the changes to be communicated	Provides critical interpretation of the changes to be communicated	Provides consistently critical interpretation of the changes to be communicated
Proposes basic methods of communicating the changes	Proposes limited methods of communicating the changes	Proposes appropriate methods of communicating the changes	Proposes well explained and appropriate methods of communicating the changes	Proposes highly appropriate methods of communicating the changes
Demonstrates basic understanding of the potential impact of the proposed changes	Demonstrates limited understanding of the potential impact of the proposed changes	Demonstrates adequate understanding of the potential impact of the proposed changes	Demonstrates good understanding of the potential impact of the proposed changes	Demonstrates comprehensive understanding of the potential impact of the proposed changes
Proposes basic actions to address the potential impact of the changes	Proposes limited actions to address the potential impact of the changes	Proposes appropriate actions to address the potential impact of the changes	Proposes well explained and appropriate actions to address the potential impact of the changes	Proposes well explained and highly appropriate actions to address the potential impact of the changes

Task 5 600 words

25 marks

Write a marketing plan for your product with particular reference to your SWOT analysis and your understanding of the target market. Outline your marketing goals e.g. sell X units per month to Y customers, via Z channels. Decide your marketing mix and outline your tactics. Justify your choices.

0-6 marks	7-9 marks	10-14 marks	15-17 marks	18-25 marks
Identifies, selects and uses basic information from the SWOT analysis to support a basic marketing plan	Identifies, selects and uses limited information from the SWOT analysis to support a limited marketing plan	Adequately identifies, selects and uses appropriate information from the SWOT analysis to support an appropriate marketing plan	Soundly identifies, selects and uses appropriate information from the SWOT analysis to support a well explained and appropriate marketing plan	Coherently identifies, selects and uses appropriate information from the SWOT analysis to support a well explained and highly appropriate marketing plan
Demonstrates a basic understanding of the target market for the selected product	Demonstrates a limited understanding of the target market for the selected product	Demonstrates an adequate understanding of the target market for the selected product	Demonstrates a sound and justified understanding of the target market for the selected product	Demonstrates a coherent and strongly justified understanding of the target market for the selected product
Produces basic marketing goals	Produces limited marketing goals	Produces appropriate marketing goals	Produces justified and appropriate marketing goals	Produces strongly justified and highly appropriate marketing goals
Demonstrates basic understanding of the market mix illustrated by choosing a mix of basic relevance to the product	Demonstrates limited understanding of the market mix illustrated by choosing a mix of limited relevance to the product	Demonstrates adequate understanding of the market mix illustrated by choosing a mix mostly relevant to the product	Demonstrates good understanding of the market mix illustrated by choosing a mix relevant to the product	Demonstrates comprehensive understanding of the market mix illustrated by choosing a mix highly relevant to the product
Outlines tactics of basic relevance to the product	Outlines tactics of limited relevance to the product	Outlines tactics appropriate to the product	Outlines well explained tactics appropriate to the product	Outlines well explained tactics highly appropriate to the product

Learning Outcomes matrix

Task	Learning Outcomes assessed	Marker can differentiate between varying levels of achievement
1	1 & 2	Yes
2	1 & 5	Yes
3	4	Yes
4	2	Yes
5	3	Yes

Grade Descriptors

Learning Outcome	Pass	Merit	Distinction
Understand the purpose of businesses, their different forms, and the business environment	Demonstrates adequate knowledge and understanding of the subject matter	Demonstrates good knowledge and understanding of the subject matter	Demonstrates comprehensive knowledge and understanding of the subject matter
Understand people, processes, structures and change management	Provides consistent interpretation and evaluation of relevant information and ideas to complete tasks, address well defined problems and give appropriate justification for choices/conclusions	Provides critical interpretation and evaluation of relevant information and ideas to complete tasks, address well defined problems and give well explained and appropriate justification for choices/ conclusions	Provides consistently critical interpretation and evaluation of relevant information and ideas to complete tasks, address well defined problems and give well explained and highly appropriate justification for choices/conclusions
Understand the basic marketing principles in business	Demonstrates adequate ability to review effectiveness of methods, actions and results	Demonstrates sound ability to review effectiveness of methods, actions and results	Demonstrates comprehensive ability to review effectiveness of methods, actions and results
Understand production and the role of quality in business	Can adequately identify, select and use appropriate information and/or skills, methods and procedures to reach appropriate conclusions	Can soundly identify, select and use appropriate information and/or skills, methods, and procedures to reach well explained and appropriate conclusions	Can coherently identify, select and use appropriate information and/or skills, methods, and procedures to reach well explained and highly appropriate conclusions
Understand and analyse the business environment	Uses appropriate investigation and/or analysis of supplied information to inform actions/ conclusions	Uses detailed investigation and/or detailed analysis of supplied information to inform actions/ conclusions	Uses thorough and detailed investigation and/or consistently critical analysis of supplied information to inform well explained actions/ conclusions