



Unit:
International Business

Assignment title:
Overseas Development

Spring – Winter 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:

Task 1 (500 words) - 25 Marks

For your chosen organisation research its domestic and international operations **and** apply PESTLE analysis to determine its current operating position **and** interpret the findings.

Mark Scheme

0-6 marks	7-9 marks	10 -14 marks	15 - 17 marks	18 - 25 marks
<i>Demonstrates little to no evidence of researching the chosen organisation's domestic and international operations</i>	<i>Demonstrates limited evidence of researching the chosen organisation's domestic and international operations</i>	<i>Demonstrates sufficient evidence of researching the chosen organisation's domestic and international operations</i>	<i>Demonstrates sound evidence of researching the chosen organisation's domestic and international operations</i>	<i>Demonstrates comprehensive evidence of researching the chosen organisation's domestic and international operations</i>
<i>Provides little to no analysis of the chosen organisation's current operating position using the PESTLE analysis tool.</i>	<i>Provides a limited analysis of the chosen organisation's current operating position using the PESTLE analysis tool.</i>	<i>Provides adequate analysis of the chosen organisation's current operating position using the PESTLE analysis tool.</i>	<i>Provides a detailed analysis of the chosen organisation's current operating position using the PESTLE analysis tool.</i>	<i>Provides a thorough and detailed analysis of the chosen organisation's current operating position using the PESTLE analysis tool.</i>
<i>Demonstrates little to no evidence of interpreting the findings from the PESTLE analysis</i>	<i>Demonstrates limited evidence of interpreting the findings from the PESTLE analysis</i>	<i>Demonstrates sufficient evidence of interpreting the findings from the PESTLE analysis</i>	<i>Demonstrates sound evidence of interpreting the findings from the PESTLE analysis</i>	<i>Demonstrates comprehensive evidence of interpreting the findings from the PESTLE analysis</i>

Task 2 (500 words) - 25 Marks

The organisation is considering entering a new overseas market as part of its international development strategy. It decides to export its most popular product into this new market.

- a) Discuss the key considerations when exporting products to a new overseas market and explain how they can impact your chosen organisation's international development plans.

(10 marks)

Mark Scheme

0-2 marks	3 marks	4-5 marks	6 marks	7-10 marks
<i>Little to no discussion of the key considerations when exporting products to a new overseas market</i>	<i>Limited discussion of the key considerations when exporting products to a new overseas market</i>	<i>Adequate discussion of the key considerations when exporting products to a new overseas market</i>	<i>Detailed discussion of the key considerations when exporting products to a new overseas market</i>	<i>Thorough and detailed discussion of the key considerations when exporting products to a new overseas market</i>
<i>Little to no explanation of the impact of the considerations on the chosen organisation's international development plans</i>	<i>Limited explanation of the impact of the considerations on the chosen organisation's international development plans</i>	<i>Adequate explanation of the impact of the considerations on the chosen organisation's international development plans</i>	<i>Detailed explanation of the impact of the considerations on the chosen organisation's international development plans</i>	<i>Thorough and detailed explanation of the impact of the considerations on the chosen organisation's international development plans</i>

- b) Identify the main features of the new market and suggest your preferred marketing approach to successfully launch this product, referring to the marketing mix in your answer.

(15 marks)

Mark Scheme

0-3 marks	4-5 marks	6-8 marks	9-10 marks	11-15 marks
<i>Little to no identification of the main features of the new market</i>	<i>Limited identification of the main features of the new market</i>	<i>Sufficient identification of the main features of the new market</i>	<i>Good identification of the main features of the new market</i>	<i>Comprehensive identification of the main features of the new market</i>
<i>Provides little to no suggestion of a preferred marketing approach</i>	<i>Provides a limited suggestion of a preferred marketing approach</i>	<i>Provides an adequate suggestion of a preferred marketing approach</i>	<i>Provides a sound suggestion of a preferred marketing approach</i>	<i>Provides a comprehensive suggestion of a preferred marketing approach</i>
<i>Demonstrates little to no practical application of the marketing mix</i>	<i>Demonstrates a limited practical application of the marketing mix</i>	<i>Demonstrates an adequate practical application of the marketing mix</i>	<i>Demonstrates a good practical application of the marketing mix</i>	<i>Demonstrates a comprehensive practical application of the marketing mix</i>

Task 3 (500 words) - 25 Marks

As part of your project to launch a product into a new overseas market, the senior management team have asked you to present your findings at a forthcoming meeting.

The following tasks you have been asked to complete in advance of the meeting:

- a) Apply an appropriate investment appraisal technique or forecasting method to show realistic costs and expected revenues for your product launch into the new market over the next five years.

(15 marks)

Mark Scheme

0-3 marks	4-5 marks	6-8 marks	9-10 marks	11-15 marks
<i>Produces an inappropriate or little to no investment appraisal technique or forecasting method to show the expected costs and revenues of product launch</i>	<i>Produces a limited investment appraisal technique or forecasting method to show the expected costs and revenues of the product launch</i>	<i>Produces an adequate investment appraisal technique or forecasting method to show the expected costs and revenues of the product launch</i>	<i>Produces a detailed investment appraisal technique or forecasting method to show the expected costs and revenues of the product launch</i>	<i>Produces a thorough and detailed investment appraisal technique or forecasting method to show the expected costs and revenues of the product launch</i>
<i>Demonstrates little to no ability to calculate financial projections realistically. accurately and over a 5 year timeframe.</i>	<i>Demonstrates limited ability to calculate financial projections realistically. accurately and over a 5 year timeframe.</i>	<i>Demonstrates sufficient ability to calculate financial projections realistically. accurately and over a 5 year timeframe.</i>	<i>Demonstrates sound ability to calculate financial projections realistically. accurately and over a 5 year timeframe.</i>	<i>Demonstrates comprehensive ability to calculate financial projections realistically. accurately and over a 5 year timeframe.</i>

- b) Explain the sources of finance you may use for your plans and the proposed benefits of launching this product into a new market.

(10 marks)

Mark Scheme

0-2 marks	3 marks	4-5 marks	6 marks	7-10 marks
<i>Little to no explanation of the sources of finance available to fund plans</i>	<i>Limited explanation of the sources of finance available to fund plans</i>	<i>Sufficient explanation of the sources of finance available to fund plans</i>	<i>Detailed explanation of the sources of finance available to fund plans</i>	<i>Thorough and detailed explanation of the sources of finance available to fund plans</i>
<i>Little to no proposed benefits of launching the product into a new market</i>	<i>Limited proposed benefits of launching the product into a new market</i>	<i>Adequate proposed benefits of launching the product into a new market</i>	<i>Detailed proposed benefits of launching the product into a new market</i>	<i>Thorough and detailed proposed benefits of launching the product into a new market</i>

Task 4 (500 words) - 25 Marks

- a) For your chosen organisation map out operations against the Input-Output Transformational (ITO) model, ensuring that all resources deployed are accounted for.

(10 marks)

Mark Scheme

0-2 marks	3 marks	4-5 marks	6 marks	7-10 marks
<i>Demonstrates little to no ability to map out the chosen organisation's operations onto the ITO model</i>	<i>Demonstrates limited ability to map out the chosen organisation's operations onto the ITO model</i>	<i>Demonstrates adequate ability to map out the chosen organisation's operations onto the ITO model</i>	<i>Demonstrates sound ability to map out the chosen organisation's operations onto the ITO model</i>	<i>Demonstrates comprehensive ability to map out the chosen organisation's operations onto the ITO model</i>
<i>Displays little to no resources plotted on the ITO model and accounted for</i>	<i>Displays limited resources plotted on the ITO model and accounted for</i>	<i>Displays sufficient resources plotted on the ITO model and accounted for</i>	<i>Displays detailed resources plotted on the ITO model and accounted for</i>	<i>Displays thorough and detailed resources plotted on the ITO model and accounted for</i>

b) Analyse the performance of the organisation's operations by applying the 3 Es model and explain ONE (1) way that operations can be improved.

(15 marks)

Mark Scheme

0-3 marks	4-5 marks	6-8 marks	9-10 marks	11-15 marks
<i>Demonstrates little to no ability to analyse the performance of the organisation's operations</i>	<i>Demonstrates limited ability to analyse the performance of the organisation's operations</i>	<i>Demonstrates adequate ability to analyse the performance of the organisation's operations</i>	<i>Demonstrates sound ability to analyse the performance of the organisation's operations</i>	<i>Demonstrates comprehensive ability to analyse the performance of the organisation's operations</i>
<i>Demonstrates little to no application of the 3 Es model to the organisation</i>	<i>Demonstrates limited application of the 3 Es model to the organisation</i>	<i>Demonstrates adequate application of the 3 Es model to the organisation</i>	<i>Demonstrates sound application of the 3 Es model to the organisation</i>	<i>Demonstrates comprehensive application of the 3 Es model to the organisation</i>
<i>Little to no explanation of how operations can be improved</i>	<i>Limited explanation of how operations can be improved</i>	<i>Adequate explanation of how operations can be improved</i>	<i>Detailed explanation of how operations can be improved</i>	<i>Thorough and detailed explanation of how operations can be improved</i>

Note to markers

Please take appropriate action for any malpractice (plagiarism, collusion, referencing issues etc.) discovered as per the *AQ_28-a01_Academic Misconduct Policy* document. Please also complete and submit the *Malpractice Declaration Form*.

Learning Outcomes matrix

Task	Learning Outcomes assessed	Marker can differentiate between varying levels of achievement
1	6	Yes
2	1 and 3	Yes
3	5	Yes
4	4	Yes

Grade descriptors

Learning Outcome	Pass	Merit	Distinction
1. Recognise and appreciate the nature and scope of international business, the role of business in society, internationally and within each candidate's own country as well as the importance of enterprise, business's objectives, structure, size, and stakeholders, including all types of businesses especially multinationals.	Demonstrates an adequate recognition and appreciation of the nature and scope of international business, business in society and within own country.	Demonstrates a robust recognition and appreciation of the nature and scope of international business, business in society and within own country.	Demonstrates a highly comprehensive recognition and appreciation of the nature and scope of international business, business in society and within own country.
2. Develop critical and contemporary understanding and application of the concepts of people and culture in international organisations, with analysis and evaluation of the related present-day problems as well as the various management, leadership, and motivation theories.	Demonstrates adequate ability to develop a critical and contemporary understanding and application of the concepts of people and culture in international organisations with adequate analysis and evaluation of related present day problems and use of appropriate theories	Demonstrates a robust ability to develop a critical and contemporary understanding and application of the concepts of people and culture in international organisations with detailed analysis and evaluation of related present day problems and use of appropriate theories	Demonstrates a highly comprehensive ability to develop a critical and contemporary understanding and application of the concepts of people and culture in international organisations with a thorough and detailed analysis and evaluation of related present day problems and use of

			appropriate theories
3. Develop knowledge and apply it to business situations with analysis and evaluation of (international) marketing problems, including emphasis on the process of finding and satisfying customers and how marketing objectives can be met by understanding, applying, and adapting the marketing mix.	Demonstrates adequate knowledge and application of business situations with adequate analysis and evaluation of international marketing problems	Demonstrates good knowledge and application business of situations with detailed analysis and evaluation of international marketing problems	Demonstrates comprehensive knowledge and application business of situations with thorough and detailed analysis and evaluation of international marketing problems
4. Recognise, discuss, and apply the concepts of international operations management, with analysis and evaluation of related problems, including the emphasis on the way international organisations use inputs and manage business processes efficiently.	Demonstrates adequate recognition, discussion, and application of the concepts of international operations management with adequate analysis and evaluation of related problems.	Demonstrates a robust recognition, discussion, and application of the concepts of international operations management with detailed analysis and evaluation of related problems.	Demonstrates a comprehensive recognition, discussion, and application of the concepts of international operations management with thorough and detailed analysis and evaluation of related problems.
5. Recognise the concepts of finance, cash flow, the sources of finance and published accounts, and apply these to practical situations, with analysis, evaluation, and development of quantitative, problem-solving, decision-making and communication skills.	Displays an adequate recognition of the concepts of finance, cash flow, the sources of finance and published accounts and adequately applies these to practical situations with adequate analysis, evaluation and development of suitable problem solving and decision making skills.	Displays a robust recognition of the concepts of finance, cash flow, the sources of finance and published accounts and competently applies these to practical situations with detailed analysis, evaluation and development of suitable problem solving and decision making skills.	Displays a comprehensive recognition of the concepts of finance, cash flow, the sources of finance and published accounts and comprehensively applies these to practical situations with thorough and detailed analysis, evaluation and development of suitable problem solving and

			decision making skills.
6. Identify, analyse, and discuss the international cultural, political, economic, social, technological, legal, environmental, and ethical issues associated with international business activity and how they guide the formulation and application of the international business strategy.	Sufficient identification, analysis and discussion of the international cultural, political, economic, social, technological, legal, environmental, and ethical issues associated with international business activity and how they help formulate and apply an international business strategy	Solid identification, analysis and discussion of the international cultural, political, economic, social, technological, legal, environmental, and ethical issues associated with international business activity and how they help formulate and apply an international business strategy	Highly comprehensive identification, analysis and discussion of the international cultural, political, economic, social, technological, legal, environmental, and ethical issues associated with international business activity and how they help formulate and apply an international business strategy