



<b>Ofqual QAN</b>	<i>Sample</i>
<b>Quartz ID</b>	<i>Sample</i>
<b>Qualification</b>	<b>Level 3 Diploma in Business</b>

<b>Unit ID</b>	<i>Sample</i>
<b>Assessment</b>	<b>Advanced Basics in Business</b>
<b>Assessment Type</b>	<b>Global Assignment</b>
<b>Date</b>	<i>Sample</i>

## Sample Assessment 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.**

**Marker's comments:**

**Moderator's comments:**

**Mark:**

**Moderated mark:**

**Final mark:**

**Penalties applied for academic malpractice:**

**Important note on word counts:**

**Assignments which exceed the wordcount by more than 10% will be marked but markers must not read any words that exceed the 10% leeway, no marks will be awarded, and no feedback provided for any text beyond this prescribed limit. Markers must indicate on the script and in the marking breakdown the point at which the limit is reached which is, by definition, where they have stopped marking.**

## Task 1 – 15 Marks

Using concepts from topic 1, discuss how Barber is using opportunities and overcoming challenges to foster an innovative business culture.

Word target = 600 words

### Mark Scheme

Level	Marks	Criteria
<b>Level 1: Basic Understanding</b>	<b>1-2</b>	Limited understanding of frameworks, concepts, and theories from topic 1. Minimal reference to the seven stages of a new product or Kanter’s four major innovation tasks.
	<b>3-5</b>	Basic understanding demonstrated with some reference to relevant frameworks, concepts, and theories. Limited discussion on opportunities and challenges for fostering twenty-first century innovation.
<b>Level 2: Intermediate Understanding</b>	<b>6-7</b>	Clear understanding of frameworks, concepts, and theories from topic 1. Adequate reference to the seven stages of a new product and Kanter’s four major innovation tasks. Some discussion on opportunities and challenges for fostering twenty-first century innovation.
	<b>8-10</b>	Good understanding demonstrated with detailed reference to relevant frameworks, concepts, and theories. Comprehensive discussion on opportunities and challenges for fostering twenty-first century innovation.
<b>Level 3: Advanced Understanding</b>	<b>11-12</b>	Excellent understanding of frameworks, concepts, and theories from topic 1. Thorough reference to the seven stages of a new product and Kanter’s four major innovation tasks. Detailed discussion on opportunities and challenges for fostering twenty-first century innovation.
	<b>13-15</b>	Outstanding understanding demonstrated with insightful reference to relevant frameworks, concepts, and theories. Extensive and critical discussion on opportunities and challenges for fostering twenty-first century innovation, showing depth of analysis and originality.

## Task 2 – 15 Marks

Imagine you are Barber and Klass, use the marketing mix to establish THREE (3) SMART objectives for what you will try to achieve by marketing activities/interventions. These should be specific about the nature of change which you hope to achieve to address problems outlined in the case study.

Word target = 600 words

### Mark Scheme

Level	Marks	Criteria
<b>Level 1: Basic Understanding</b>	<b>1-2</b>	Limited understanding of how the marketing mix relates to identified stakeholders. Minimal reference to the impact of change on relationship image, sales, costs, and operations.
	<b>3-5</b>	Basic understanding demonstrated with some reference to how the marketing mix relates to identified stakeholders. Limited analysis of the impact of change on relationship image, sales, costs, and operations. Basic demonstration of the ability to apply the marketing mix to planning and the role of marketing in developing customer relationships.
<b>Level 2: Intermediate Understanding</b>	<b>6-7</b>	Clear understanding of how the marketing mix relates to identified stakeholders. Adequate reference to the impact of change on relationship image, sales, costs, and operations. Some detailed demonstration of the ability to apply the marketing mix to planning and the role of marketing in developing customer relationships.
	<b>8-10</b>	Good understanding demonstrated with detailed reference to how the marketing mix relates to identified stakeholders. Comprehensive analysis of the impact of change on relationship image, sales, costs, and operations. Clear demonstration of the ability to apply the marketing mix to planning and the role of marketing in developing customer relationships.
<b>Level 3: Advanced Understanding</b>	<b>11-12</b>	Excellent understanding of how the marketing mix relates to identified stakeholders. Thorough reference to the impact of change on relationship image, sales, costs, and operations. Detailed and critical demonstration of the ability to apply the marketing mix to planning and the role of marketing in developing customer relationships.
	<b>13-15</b>	Outstanding understanding demonstrated with insightful reference to how the marketing mix relates to identified stakeholders. Extensive and critical analysis of the impact of change on relationship image, sales, costs, and operations. Highly convincing demonstration of the ability to apply the marketing mix to planning and the role of marketing in developing customer relationships, showing depth of analysis and originality.

## Task 3 – 15 Marks

Examine the benefits and drawbacks of outsourcing for *My Supper Hero* and conclude whether you think it is a viable option.

Word target = 600 words

### Mark Scheme

Level	Marks	Criteria
<b>Level 1: Basic Understanding</b>	<b>1-2</b>	Limited understanding of the benefits and drawbacks of outsourcing. Minimal reference to specific examples related to My Supper Hero.
	<b>3-5</b>	Basic understanding demonstrated with some reference to the benefits and drawbacks of outsourcing. Limited analysis and conclusion on whether it is a viable option for My Supper Hero.
<b>Level 2: Intermediate Understanding</b>	<b>6-7</b>	Clear understanding of the benefits and drawbacks of outsourcing. Adequate reference to specific examples related to My Supper Hero. Some analysis and conclusion on whether it is a viable option.
	<b>8-10</b>	Good understanding demonstrated with detailed reference to the benefits and drawbacks of outsourcing. Comprehensive analysis and well-supported conclusion on whether it is a viable option for My Supper Hero.
<b>Level 3: Advanced Understanding</b>	<b>11-12</b>	Excellent understanding of the benefits and drawbacks of outsourcing. Thorough reference to specific examples related to My Supper Hero. Detailed and critical analysis with a well-reasoned conclusion on whether it is a viable option.
	<b>13-15</b>	Outstanding understanding demonstrated with insightful reference to the benefits and drawbacks of outsourcing. Extensive and critical analysis with a highly convincing conclusion on whether it is a viable option for My Supper Hero, showing depth of analysis and originality.

## Task 4 – 20 Marks

Apply the FIVE (5) elements of service concept to explain the service design of *My Supper Hero*.

Word target = 800 words

### Mark Scheme

Level	Marks	Criteria
<b>Level 1: Basic Understanding</b>	<b>1-4</b>	Limited understanding of the five elements of the service concept. Minimal reference to the service design of My Supper Hero (MSH).
	<b>5-8</b>	Basic understanding demonstrated with some reference to the five elements of the service concept. Limited explanation of the service design of MSH.

<b>Level 2: Intermediate Understanding</b>	<b>9-12</b>	Clear understanding of the five elements of the service concept. Adequate reference to the service design of MSH. Some detailed explanation of how the elements apply.
	<b>13-16</b>	Good understanding demonstrated with detailed reference to the five elements of the service concept. Comprehensive explanation of the service design of MSH.
<b>Level 3: Advanced Understanding</b>	<b>17-18</b>	Excellent understanding of the five elements of the service concept. Thorough reference to the service design of MSH. Detailed and critical explanation of how the elements apply.
	<b>19-20</b>	Outstanding understanding demonstrated with insightful reference to the five elements of the service concept. Extensive and critical explanation of the service design of MSH, showing depth of analysis and originality.

## Task 5 – 15 Marks

Visit the website [www.mysupperhero.com](http://www.mysupperhero.com) and analyse how MSH helps or hinders the 'race to the bottom'.

Word target = 600 words

### Mark Scheme

<b>Level</b>	<b>Marks</b>	<b>Criteria</b>
<b>Level 1: Basic Understanding</b>	<b>1-2</b>	Limited understanding of the concept of the "race to the bottom." Minimal reference to how My Supper Hero (MSH) helps or hinders this phenomenon.
	<b>3-5</b>	Basic understanding demonstrated with some reference to the "race to the bottom." Limited analysis of how MSH's practices help or hinder this phenomenon.
<b>Level 2: Intermediate Understanding</b>	<b>6-7</b>	Clear understanding of the "race to the bottom." Adequate reference to how MSH's practices help or hinder this phenomenon. Some detailed analysis of specific actions taken by MSH.
	<b>8-10</b>	Good understanding demonstrated with detailed reference to the "race to the bottom." Comprehensive analysis of how MSH's practices help or hinder this phenomenon, with specific examples.
<b>Level 3: Advanced Understanding</b>	<b>11-12</b>	Excellent understanding of the "race to the bottom." Thorough reference to how MSH's practices help or hinder this phenomenon. Detailed and critical analysis with well-supported conclusions.
	<b>13-15</b>	Outstanding understanding demonstrated with insightful reference to the "race to the bottom." Extensive and critical analysis of how MSH's practices help or hinder this phenomenon, showing depth of analysis and originality.

## Task 6 – 20 Marks

Discuss the different ways that *My Supper Hero* may seek to raise finance.

Word target = 800 words

### Mark Scheme

Level	Marks	Criteria
<b>Level 1: Basic Understanding</b>	<b>1-4</b>	Limited understanding of the internal and external business environments. Minimal reference to specific resources, capabilities, and factors affecting My Supper Hero (MSH).
	<b>5-8</b>	Basic understanding demonstrated with some reference to the internal and external business environments. Limited analysis of how these factors influence MSH's ability to act. Basic discussion on raising finance and strategic development.
<b>Level 2: Intermediate Understanding</b>	<b>9-12</b>	Clear understanding of the internal and external business environments. Adequate reference to specific resources, capabilities, and factors affecting MSH. Some detailed analysis of how these factors influence MSH's ability to act. Adequate discussion on raising finance and strategic development.
	<b>13-16</b>	Good understanding demonstrated with detailed reference to the internal and external business environments. Comprehensive analysis of how these factors influence MSH's ability to act. Clear and detailed discussion on raising finance and strategic development.
<b>Level 3: Advanced Understanding</b>	<b>17-18</b>	Excellent understanding of the internal and external business environments. Thorough reference to specific resources, capabilities, and factors affecting MSH. Detailed and critical analysis of how these factors influence MSH's ability to act. Detailed and well-reasoned discussion on raising finance and strategic development.
	<b>19-20</b>	Outstanding understanding demonstrated with insightful reference to the internal and external business environments. Extensive and critical analysis of how these factors influence MSH's ability to act. Highly convincing discussion on raising finance and strategic development, showing depth of analysis and originality.

## Learning Outcomes matrix

Task	Learning Outcome(s) / Assessment Criteria assessed	Marker can differentiate between varying levels of achievement
1	1	Yes
2	2	Yes
3	3	Yes
4	4	Yes
5	5	Yes
6	6	Yes

## Grade descriptors

Learning Outcome	Pass	Merit	Distinction
1 Examine the concept of innovation within a business context.	Demonstrate adequate examination of the concept of innovation within a business context.	Demonstrate robust examination of the concept of innovation within a business context.	Demonstrate highly comprehensive examination of the concept of innovation within a business context.
2 Develop a critical understanding of the marketing concept	Demonstrate critical understanding of the marketing concept.	Demonstrate robust critical understanding of the marketing concept.	Demonstrate highly comprehensive level of critical understanding of the marketing concept.
3 Define what operations management and supply chain management is, consider its importance and challenges faced by operations and supply chain managers	Demonstrate adequate and appropriate application of the challenges of operations management and supply chain.	Demonstrate sound and consistently appropriate application of the challenges of operations management and supply chain.	Demonstrate detailed and highly appropriate application of the challenges of operations management and supply chain.
4 Identify the importance of design and evaluate the design and development process and product and service design.	Demonstrate adequate level of understanding of design and evaluate the design and development process and product and service design.	Demonstrate robust level of understanding of design and evaluate the design and development process and product and service design.	Demonstrate highly comprehensive level of understanding of design and evaluate the design and development process and product and service design.
5 Understand the importance of the role of International Human Resource	Show adequate evaluation of the role of International Human Resource	Show sound and appropriate evaluation of the role of International	Show innovative and highly appropriate evaluation of the role of International

Management within global initiatives	Management within global initiatives.	Human Resource Management within global initiatives.	Human Resource Management within global initiatives.
6 Examine the strategies that organisations adopt to finance themselves	Demonstrates adequate and appropriate examination of the strategies that organisations adopt to finance themselves.	Demonstrates sound and consistently appropriate examination of the strategies that organisations adopt to finance themselves.	Demonstrates detailed and highly appropriate examination of the strategies that organisations adopt to finance themselves.