



Ofqual QAN	<i>Sample</i>
Quartz ID	<i>Sample</i>
Qualification	Level 2 Certificate in Business / Level 2 Diploma in Business

Unit ID	<i>Sample</i>
Assessment	Introduction to Entrepreneurship
Assessment Type	Global Assignment
Assessment Cycle	<i>Sample</i>

Assignment: Creating a viable business for Amrutdhara

SAMPLE Assignment 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 – 20 Marks

Read the interview above and create a business model canvas for Amrutdhara.

You should use this [word template](https://neoschronos.com/download/business-model-canvas/docx) provided and copy your completed business model canvas into your assessment document. Word template =

<https://neoschronos.com/download/business-model-canvas/docx>

Mark scheme

Level	Marks	Criteria
Level 1: Basic Understanding	1-7	Limited understanding of the Business Model Canvas and its nine areas. Minimal detail and poor structure.
Level 2: Intermediate Understanding	8-14	Clear understanding of the Business Model Canvas and its nine areas. Adequate detail and examples. Good structure and clarity.
Level 3: Advanced Understanding	15-20	Excellent understanding of the Business Model Canvas and its nine areas. Comprehensive detail and examples. In-depth analysis and well-supported conclusions. Clear and detailed structure.

Task 2 – 20 Marks

With the aid of the business model canvas you created in task 1, evaluate the value of Amrutdhara.

Mark scheme

Level	Marks	Criteria
Level 1: Basic Understanding	1-7	Limited understanding of how Amrutdhara can capture value. Minimal discussion of the Business Model Canvas and its application. Poor structure and clarity.
Level 2: Intermediate Understanding	8-14	Clear understanding of how Amrutdhara can capture value. Adequate discussion of the Business Model Canvas and its application. Good structure and clarity.
Level 3: Advanced Understanding	15-20	Excellent understanding of how Amrutdhara can capture value. Comprehensive discussion of the Business Model Canvas and its application. In-depth examples and critical analysis. Well-supported conclusions. Clear and detailed structure.

Task 3 – 20 Marks

Identify and explain THREE (3) potential advantages of entrepreneurial teams when Amrutdhara are developing an innovative venture.

Mark scheme

Level	Marks	Criteria
Level 1: Basic Understanding	1-7	Limited understanding of the advantages of entrepreneurial teams. Minimal linkage to topic 8 material and appropriate terminology. Poor structure and clarity.
Level 2: Intermediate Understanding	8-14	Clear understanding of the advantages of entrepreneurial teams. Adequate linkage to topic 8 material and appropriate terminology. Good structure and clarity.
Level 3: Advanced Understanding	15-20	Excellent understanding of the advantages of entrepreneurial teams. Comprehensive linkage to topic 8 material and appropriate terminology. In-depth examples and critical analysis. Well-supported conclusions. Clear and detailed structure.

Task 4 – 20 Marks

Analyse TWO (2) internal and TWO (2) external risks that Amrutdhara may experience and how these risks may be addressed.

Mark scheme

Level	Marks	Criteria
Level 1: Basic Understanding	1-7	Limited understanding of risks and their application to Amrutdhara. Minimal discussion of internal and external risks. Poor structure and clarity.
Level 2: Intermediate Understanding	8-14	Clear understanding of risks and their application to Amrutdhara. Adequate discussion of internal and external risks. Good structure and clarity.
Level 3: Advanced Understanding	15-20	Excellent understanding of risks and their application to Amrutdhara. Comprehensive discussion of internal and external risks. In-depth examples and critical analysis. Well-supported conclusions. Clear and detailed structure.

Task 5 – 20 Marks

Critically review the main forms of capital available to Amrutdhara, highlighting their advantages and disadvantages and indicating which is more likely to be appropriate in different circumstances.

Mark scheme

Level	Marks	Criteria
Level 1: Basic Understanding	1-7	Limited understanding of different forms of venture financing. Minimal discussion of their meaning, advantages, and disadvantages. Poor structure and clarity.
Level 2: Intermediate Understanding	8-14	Clear understanding of different forms of venture financing. Adequate discussion of their meaning, advantages, and disadvantages. Good structure and clarity.
Level 3: Advanced Understanding	15-20	Excellent understanding of different forms of venture financing. Comprehensive discussion of their meaning, advantages, and disadvantages. In-depth examples and critical analysis. Well-supported conclusions. Clear and detailed structure.

Learning Outcomes matrix

Task	Learning Outcome(s) / Assessment Criteria assessed	Marker can differentiate between varying levels of achievement
1	1 (plus elements from any of the other LOs 2, 3, 4 and 5)	Yes
2	4 (plus elements from any of the other LOs 1, 2, 3 and 5)	Yes
3	2 (plus elements from any of the other LOs 1, 3, 4 and 5)	Yes
4	3 (plus elements from any of the other LOs 1, 2, 4 and 5)	Yes
5	5 (plus elements from any of the other LOs 1, 2, 3 and 4)	Yes

Grade descriptors

Learning Outcome	Pass	Merit	Distinction
1 Describe different forms of entrepreneurial practice.	Provides an adequate interpretation and analysis of the case using a management tool.	Provides a well-supported and sound interpretation and analysis of the case using a management tool.	Provides a highly comprehensive understanding of interpretation and analysis of the case using a management tool.
2 Identify the main roles in a typical entrepreneurial team.	Demonstrates adequate understanding of main roles in a typical entrepreneurial team.	Shows sound and appropriate understanding of main roles in a typical entrepreneurial team.	Shows innovative and highly appropriate of main roles in a typical entrepreneurial team.
3 Analyse the challenges and opportunities facing entrepreneurs.	Demonstrates adequate and appropriate analysis of the challenges and opportunities facing entrepreneurs.	Demonstrates sound and consistently appropriate analysis of the challenges and opportunities facing entrepreneurs.	Demonstrates detailed and highly appropriate analysis of the challenges and opportunities facing entrepreneurs.
4 Discuss ethics and values in entrepreneurship.	Demonstrates adequate level of understanding of ethics and values in entrepreneurship.	Demonstrates robust level of understanding of ethics and values in entrepreneurship.	Demonstrates highly comprehensive level of understanding of ethics and values in entrepreneurship.
5 Discuss the outcomes and effectiveness of entrepreneurial learning	Demonstrates an adequate interpretation and discussion on the outcomes and effectiveness of entrepreneurial learning	Demonstrates a critical interpretation and discussion on the outcomes and effectiveness of entrepreneurial learning	Demonstrates a comprehensive understanding and critical interpretation and discussion on the outcomes and effectiveness of entrepreneurial learning