



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

Unit ID	<i>Sample</i>
Assessment	<b>Relationship Building in Business</b>
Assessment Type	<b>Global Assignment</b>
Assessment Cycle	<i>Sample</i>

## Sample Assignment Mark 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 – 25 Marks**

A company has just won a contract with a new supplier. It is important to the company that they build a good relationship with the supplier as the contract is worth a lot of money.

- a) Explain why relationship building is important in this situation and which type of relationship would work best to achieve positive results with the new supplier.

**(15 marks)**

**Mark scheme**

<b>0-3 marks</b>	<b>4-5 marks</b>	<b>6-8 marks</b>	<b>9-10 marks</b>	<b>11-15 marks</b>
<i>Lacking explanation of why relationship building is important in this situation</i>	<i>Limited explanation of why relationship building is important in this situation</i>	<i>Adequate explanation of why relationship building is important in this situation</i>	<i>Detailed explanation of why relationship building is important in this situation</i>	<i>Thorough and detailed explanation of why relationship building is important in this situation</i>
<i>Little to no explanation of which relationship type would work best</i>	<i>Limited explanation of which relationship type would work best</i>	<i>Sufficient explanation of which relationship type would work best</i>	<i>Detailed explanation of which relationship type would work best</i>	<i>Thorough and detailed explanation of which relationship type would work best</i>
<i>Lacking contextualisation to the supplier</i>	<i>Limited contextualisation to the supplier</i>	<i>Sufficient contextualisation to the supplier</i>	<i>Good contextualisation to the supplier</i>	<i>Very good contextualisation to the supplier</i>
<b>Marker's Comments/Justifications:</b>				

- b) Describe the qualities the contract manager will need to display to build a good relationship with the new supplier.

(10 marks)

**Mark scheme**

0- 2 marks	3 marks	4-5 marks	6 marks	7-10 marks
<i>Little to no description of the qualities of the procurement director and his/her team</i>	<i>Limited description of the qualities of the procurement director and his/her team</i>	<i>Adequate description of the qualities of the procurement director and his/her team</i>	<i>Detailed description of the qualities of the procurement director and his/her team</i>	<i>Comprehensive description of the qualities of the procurement director and his/her team</i>
<i>Little to no contextualisation to building a relationship with the supplier</i>	<i>Limited contextualisation to building a relationship with the supplier</i>	<i>Sufficient contextualisation to building a relationship with the supplier</i>	<i>Good contextualisation to building a relationship with the supplier</i>	<i>Very good contextualisation to building a relationship with the supplier</i>
Marker's Comments/Justifications:				

**Task 2 – 25 Marks**

A local company has a reputation for their exciting clothes for young people at affordable prices which have been sold at local pop-up shops in the area. The company employs a few staff who manufacture the clothes and sales assistants who assist in selling the products.

On the back of this success the company has decided to sell the clothes online and wants to gather the views of the staff, some regular customers and TWO (2) potential website developers.

- a) Create a meeting agenda and accompanying email to invite stakeholders to a meeting.

(10 marks)

**Mark scheme**

0- 2 marks	3 marks	4-5 marks	6 marks	7-10 marks
<i>Little to no creation of a meeting agenda</i>	<i>Limited creation of a meeting agenda</i>	<i>Adequate creation of a meeting agenda</i>	<i>Good creation of a meeting agenda</i>	<i>Very good creation of a meeting agenda</i>
<i>Little to no creation of an email</i>	<i>Limited creation of an email</i>	<i>Adequate creation of an email</i>	<i>Good creation of an email</i>	<i>Very good creation of an email</i>

<b>Marker's Comments/Justifications:</b>
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- b) Develop a set of presentation slides (i.e. a minimum of SIX (6) slides) to showcase your plans at the meeting with speaker notes to gain buy-in from stakeholders to your online sales idea.

(15 marks)

**Mark scheme**

0-3 marks	4-5 marks	6-8 marks	9-10 marks	11-15 marks
<i>Little or no development of presentation slides to showcase plans at meeting</i>	<i>Limited development of presentation slides to showcase plans at meeting</i>	<i>Sufficient development of presentation slides to showcase plans at meeting</i>	<i>Detailed development of presentation slides to showcase plans at meeting</i>	<i>Thorough and detailed development of presentation slides to showcase plans at meeting</i>
<i>Little to no development of speaker notes</i>	<i>Limited development of speaker notes</i>	<i>Sufficient development of speaker notes</i>	<i>Detailed development of speaker notes</i>	<i>Thorough and detailed development of speaker notes</i>
<i>Little or no contextualisation to scenario</i>	<i>Limited contextualisation to scenario</i>	<i>Adequate contextualisation to scenario</i>	<i>Good contextualisation to scenario</i>	<i>Very good contextualisation to scenario</i>

<b>Marker's Comments/Justifications:</b>
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## Learning Outcomes matrix

Task	Learning Outcome(s) / Assessment Criteria assessed	Marker can differentiate between varying levels of achievement
1	1, 4, 7	Yes
2	5, 6	Yes

## Grade descriptors

Learning Outcome	Pass	Merit	Distinction
Demonstrate an understanding of the importance of relationship building in business	Demonstrate adequate understanding of tools and techniques	Demonstrate robust understanding of tools and techniques	Demonstrate highly comprehensive understanding of tools and techniques
Demonstrate an understanding of different stakeholders' expectations	Show adequate development	Show sound and appropriate development	Show innovative and highly appropriate development
Demonstrate an understanding of stakeholder relationships and manage expectations	Demonstrate adequate and appropriate application of tools and techniques	Demonstrate sound and consistently appropriate application of tools and techniques	Demonstrate detailed and highly appropriate application of tools and techniques
Understand different relationship types that can be used with stakeholders	Demonstrate adequate level of understanding	Demonstrate robust level of understanding	Demonstrate highly comprehensive level of understanding
Determine the different types of communication that can be used with stakeholders to build relationships	Demonstrate ability to perform the task	Demonstrate ability to perform the task consistently well	Demonstrate ability to perform the task to the highest standard
Demonstrate an understanding of the importance of body language when developing relationships	Demonstrate ability to perform the task	Demonstrate ability to perform the task consistently well	Demonstrate ability to perform the task to the highest standard
Understand how to adapt to different situations to build strong relationships with stakeholders	Demonstrate ability to perform the task	Demonstrate ability to perform the task consistently well	Demonstrate ability to perform the task to the highest standard