

Unit 1 Extended Response Questions – Student Worksheets

Question 21 – 9 Marks

NCFE Level 1/2 Technical Award in Business and Enterprise: Unit 1			
First Name:		Surname:	

Question
Using your knowledge of promotional methods, evaluate why a small business would prefer to use social media to promote their business rather than using local radio and local newspaper advertising. [9 marks]

Activity One

To start let's think about the important information you need to consider and complete the table.

No. Marks	Command Word	Assessed Content (include business terms)	Context

Now think about the two aspects you are being asked about. What do you know about each?

Explain what it is	Advantages and Disadvantages of each
	+
	-
	+
	-

<p>Extension Task - Let's link back to the question and think about the type of business this is:</p> <p><i>"Using your knowledge of promotional methods, evaluate why a small business would prefer to use social media to promote their business rather than using local radio and local newspaper advertising."</i></p>

Would the fact that she is a small business make a difference? Does her product impact the choice? Can you refer to this in your advantages and disadvantages? Go back to your advantages and disadvantages and add some detail that links to back the question.

Activity Two

So now we need to think about how we will “evaluate” this question. Use this structure to help you:

	Sentence starters
Make your first point (AO1)	The business should use social media because
Now explain this reason. How would it impact the business? (AO2)	This means that
What would this lead to? (AO3)	This would lead to
Now make your second point (AO1)	However a negative of using social media is
Explain this (AO2) How would it impact her business?	This means that
What would this lead to? (AO3)	This would lead to
Now make a point about the other method (AO1)	But advertising using newspapers and radio may be good/bad because
Explain this (AO2) How would it impact her business?	This means that
What would this lead to? (AO3)	This could lead to
Conclude. Decide if they should or shouldn't change. It does not matter which,	This business should use social media because

just back up your answer.	
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Have you used correct business terms? Go back and check if you can change/improve any of your language (check your 6 mark question worksheets for examples)

Activity Three

Now you are going to practice writing your answer without looking at the structure and information.

Using your knowledge of promotional methods, evaluate why a small business would prefer to use social media to promote their business rather than using local radio and local newspaper advertising. [9 marks]

Activity Four

Assess your answer!

As you read it, tick relevant points you have made with linked strands of development and tick the box you feel is appropriate for you.

So for example if you think you have used business terms all the way through then you can tick the box in the 7-9 category, if you think I mostly used business words but not all the time tick the box in the 4-6 category.

Level	Marks	Description	
3	7-9	You have shown a wide range relevant knowledge and understanding, in both points, all linked strands of your answer are accurate and detailed.	
		Used business terms throughout.	
		It is clear you are talking about the business in the question throughout.	
		Analysis and evaluation is present, you have considered both sides and are able to say what this may cause or lead to.	
		The conclusions drawn are fully supported with reasons linked to the business.	
2	4-6	You have shown a range of relevant knowledge and understanding but may lack sufficient detail in some of your strands or there may be a few errors.	
		Business terms are used, but not always consistently.	
		It is not always clear it is about the business in the question.	
		Analysis and evaluation are present and effective, you have tried to look at both sides but may lack appropriate development in your linked strands.	
		You have tried to make conclusions, with reasons, but maybe it doesn't fully answer the question.	
1	1-3	You have shown a limited range of relevant knowledge and understanding, you might make a range of points but they don't link together.	
		You have used few business terms in your answer and have made mistakes with these.	
		It isn't clear that the answer is about the business in the question.	

		There is little attempt to say what the points will lead to or cause.	
		No conclusion or does not answer the question.	
	0	No relevant material.	

Activity Five

When you are done, you will see where you have the most ticks. This will help you decide which level you are in and then, if they are all ticked you are top of that level. If you have most in one level but one in the level below then you will be the middle of that level, if you have a few below but you will be bottom of that level.

Now give yourself feedback (this will be checked by your teacher/peer)

Self-Assessment

Mark Awarded	Reasons	Improvements

Peer Assessment

Mark Awarded	Reasons	Improvements

Teacher Feedback

Mark Awarded	Reasons