

Unit 1 Extended Response Questions – Student Worksheets

Question 20 – 6 Marks

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

Question
<p>Isabel runs a small business producing personalised mobile phone cases. Customers can choose their own designs by uploading images onto her website. She also produces a range of ten standard cases, each with a different design that she has produced herself.</p> <p>Discuss whether Isabel should use job or batch production in her business. [6 marks]</p>

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
	+
	-
	+
	-

Extension Task - Let's link back to the question and think about the type of business this is:

"Isabel runs a small business producing personalised mobile phone cases. Customers can choose their own designs by uploading images onto her website. She also produces a range of ten standard cases, each with a different design that she has produced herself."

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 back to the question.

Activity Two

So now we need to think about how we will "discuss" this question. There are different ways you could approach this. Use this structure to help you:

	Sentence starters
Make your first point (AO1)	The business should use job/batch production 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). Select one option	However a negative of job/batch product is However job/batch production should be used because
Explain this. How would it impact the business? (AO2)	This means that
What would this lead to? (AO3)	This would lead to
Conclude. Decide if they should or shouldn't change. It does not matter which, just back up your answer.	This business should use job/batch production because

Have you used correct business terms?

Have you said any of the following:

Space to add your own!

	Stuff she sells	Making the product	Money	The Business		
Business Terms						

Activity Three

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

Isabel runs a small business producing personalised mobile phone cases. Customers can choose their own designs by uploading images onto her website. She also produces a range of ten standard cases, each with a different design that she has produced herself.

Discuss whether Isabel should use job or batch production in her business. [6 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 5-6 category, if you think I mostly used business words but not all the time tick the box in the 3-4 category.

Level	Marks	Description	
3	5-6	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	3-4	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 is present and effective, you have tried to look at both side but may be 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	1-2	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 some in the levels below then you will be the 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