



Qualifications and  
Curriculum Authority



Llywodraeth Cynulliad Cymru  
Welsh Assembly Government



*Rewarding Learning*

# GCE A level performance descriptions for business studies

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## Introduction

Performance descriptions have been created for all GCE subjects. They describe the learning outcomes and levels of attainment likely to be demonstrated by a representative candidate performing at the A/B and E/U boundaries for AS and A2.

In practice most candidates will show uneven profiles across the attainments listed, with strengths in some areas compensating in the award process for weaknesses or omissions elsewhere. Performance descriptions illustrate expectations at the A/B and E/U boundaries of the AS and A2 as a whole; they have not been written at unit level.

Grade A/B and E/U boundaries should be set using professional judgement. The judgement should reflect the quality of candidates' work, informed by the available technical and statistical evidence. Performance descriptions are designed to assist examiners in exercising their professional judgement. They should be interpreted and applied in the context of individual specifications and their associated units. However, performance descriptions are not designed to define the content of specifications and units.

The requirement for all AS and A level specifications to assess candidates' quality of written communication will be met through one or more of the assessment objectives.

The performance descriptions have been produced by the regulatory authorities in collaboration with the awarding bodies.

## AS performance descriptions for business studies

	<b>Assessment objective 1</b>	<b>Assessment objective 2</b>	<b>Assessment objective 3</b>	<b>Assessment objective 4</b>
<b>Assessment objectives</b>	Demonstrate knowledge and understanding of the specified content.	Apply knowledge and understanding to problems and issues arising from both familiar and unfamiliar situations.	Analyse problems, issues and situations.	Evaluate, distinguish between and assess appropriateness of fact and opinion, and judge information from a variety of sources.
<b>A/B boundary performance descriptions</b>	Candidates characteristically: a) demonstrate knowledge and understanding of the key business concepts in the AS specification, with few significant omissions.	Candidates characteristically: a) demonstrate the ability to apply relevant knowledge to familiar and unfamiliar business contexts b) show knowledge and understanding of the issues arising from these situations.	Candidates characteristically: a) analyse problems, issues and situations: • build logical arguments • use appropriate numerical and non-numerical techniques.	Candidates characteristically: a) distinguish between fact and opinion b) assess the appropriateness of information from a variety of sources c) make a reasoned evaluation of the sources considered.
<b>E/U boundary performance descriptions</b>	Candidates characteristically: a) demonstrate a basic knowledge and some understanding of the business concepts in the AS specification.	Candidates characteristically: a) demonstrate the ability to apply a basic level of relevant knowledge to familiar business contexts b) show some knowledge and understanding of the issues arising from these situations.	Candidates characteristically: a) provide partial analysis of problems, issues and situations: • build arguments • use appropriate numerical and non-numerical techniques.	Candidates characteristically: a) make some distinction between fact and opinion b) assess at a basic level the appropriateness of information from one or more sources c) make a partial evaluation of the sources considered.

## A2 performance descriptions for business studies

	<b>Assessment objective 1</b>	<b>Assessment objective 2</b>	<b>Assessment objective 3</b>	<b>Assessment objective 4</b>
<b>Assessment objectives</b>	Demonstrate knowledge and understanding of the specified content.	Apply knowledge and understanding to problems and issues arising from both familiar and unfamiliar situations.	Analyse problems, issues and situations.	Evaluate, distinguish between and assess appropriateness of fact and opinion, and judge information from a variety of sources.
<b>A/B boundary performance descriptions</b>	Candidates characteristically: a) demonstrate precise knowledge and understanding of key business concepts drawn from the A2 specification, with few omissions b) show knowledge and understanding of the links between business concepts.	Candidates characteristically: a) demonstrate effective application of relevant knowledge to familiar and unfamiliar business contexts b) show knowledge and understanding of the issues arising from these situations.	Candidates characteristically: a) critically analyse business problems, issues and situations: • build logical arguments • use appropriate numerical and non-numerical techniques b) analyse a business strategy c) develop a business strategy.	Candidates characteristically: a) distinguish between fact and opinion b) assess critically the appropriateness of information from a wide variety of sources c) make a well-reasoned evaluation of the sources considered.
<b>E/U boundary performance descriptions</b>	Candidates characteristically: a) demonstrate knowledge and some understanding of business concepts drawn from the A2 specification b) show some knowledge and understanding of the links between business concepts.	Candidates characteristically: a) demonstrate the application of relevant knowledge to familiar and unfamiliar business contexts b) show some knowledge and understanding of the issues arising from these situations.	Candidates characteristically: a) provide a simple analysis of business problems, issues and situations: • build arguments • use appropriate numerical and non-numerical techniques b) outline a business strategy.	Candidates characteristically: a) distinguish between fact and opinion b) assess the appropriateness of information from several sources c) make an evaluation of the sources considered.