AQA Business and Communication Systems - Controlled Assessment – June 2014

Candidate Name		Candidate Number				

Centre Name		Centre Number				

	Knowledge and Understanding	Level 4	Level 3	Level 2	Level 1	The information incorporated & skills demonstrated *Not exhaustive*	AO1 Mark
AO1	Data/information Sources of information Communication	Relevant & detailed info from wide range Organised & effective	Relevant info from a range Organised & appropriate	Selected info from a limited range Attempted organisation	Collated info from a limited range Presented, not organised	Extent and relevance of information presented Range of info sources contribute to content of presentation & to design of all materials; includes primary / secondary sources Effectiveness of the organisation and presentation of the information – formatting and layout; clarity of message	
	Knowledge and understanding	Substantial	Good	Basic	Limited	Ability to use software tools; understanding of chosen option; knowledge of documents' structures, contents, designs	

12	11	10	9	8	7	6	5	4	3	2	1

	Application	Level 4	Level 3	Level 2	Level 1	Coherence of planning, strength of context	AO2 Mark
AO2	Applies skills, knowledge & understanding in planning & tasks	Effectively and consistently	Good ability	Attempts to	Limited attempts	Consistency of documents' structures; house style in record cards, web page and leaflet	
	Clarity & Purpose Completeness	Substantial No significant gaps	Good Some gaps	Basic Key gaps	Limited Little evidence	Chosen option is clear throughout – target audience obvious through content and design	
						Set of documents is fit for purpose	

14	13	12	11	10	9	8	7	6	5	4	3	2	1

	Analysis & Evaluation	Level 4	Level 3	Level 2	Level 1	Relates to the design decisions and quality of output	AO3 Mark
AO3	based on… …data/information	Analysis of selected data to produce key findings	Partial data analysis to produce findings	Review of some data; identifies results	Limited data	Range of skills demonstrated – appropriateness, variety; quality & originality – content, language, style, design, organisation, layout, external and internal links from web page	
	Justification, chains of argument	Evaluation of key findings, with reasoned, logical support	Judgement, some justification, can be followed	Basic judgement of results; limited evidence	Unsupported judgements	Success of design & content decisions; logical though evident in work that is submitted; annotations support decisions *Messages communicated effectively using text & imagery – clear, organised, reasoned, persuasive, targeted, professional*	
	QWC	Well structured, organised, *accurate*, frequent & effective specialist terms	Structured, *reasonably accurate*, some appropriate specialist terms evident	Some structure, with *errors;* occasional specialist terms	Convey meaning, *many errors*, few specialist terms	QWC – business language, formal organisation of ideas, *SPG*, specialist terms	

14	13	12	11	10	9	8	7	6	5	4	3	2	1

Total Mark	