

Examiner's Report

Unit Title Dynamic Business Environments
Unit Code 4UDBE
RQF Level Level 4
Session June 2022

Section 2: Report to be published on ABE's website

	Comments
Question 1	Generally most learners at least scored a pass mark. Those that scored higher marks were able to discuss 'the economic environment' & link this to their chosen organisation using good examples. Those learners that scored lower marks did not link this to their chosen organisation & just discussed economics in general.
Question 2	Again generally most learners at least achieved a pass mark. Those that scored higher marks were able to explain and evaluate 4 sources of information and link them to their chosen organisation. Generally those that scored lower marks failed to link them to their chosen organisation & generally defined the sources or used PESTLE as a source but again without any linkage to their chosen organisation.
Question 3	Most learners at least achieved a 'pass' mark Those learners that scored well were able to explain a model & give good examples that were linked to their chosen organisation. Generally those that scored lower marks were able to explain a relevant model but failed to link it to their chosen organisation or give relevant examples. Some learners used theory that was not relevant i.e. it did not refer to the 'product range'.
Question 4	The quality of answers varied widely. Those learners that scored well were able to identify the key characteristics of the framework and link them to their chosen organisation using relevant examples. Those learners that scored poorly either confused the framework with Porter's Value Chain or did not refer to their chosen organisation.

Question

1. Comments on learners' performance

Generally most learners scored at least a 'pass' mark. Those that scored higher marks were able to link the economic environment to their chosen organisation using good examples.

2. Recommendations for learners

Make sure you have a good general understanding of economics (Learning Outcome 1) and how these concepts affect business in general.

3. Quick Tips

Generally in this exam all answers should be linked to an organisation of your choice. When studying the syllabus apply the theory to organisations that you are familiar with.

Question 2

1. Comments on learners' performance

Generally learners achieved at least a 'pass' mark. Those that scored well were able to evaluate each source & give good examples that were relevant to their chosen organisation. Those that scored poorly again failed to link sources to their organisation, & just defined the sources.

2. Recommendations for learners

When studying pick an organisation that you are familiar with & consider different sources of information that will help them identify external trends. Also be able to evaluate the sources.

3. Quick Tips

Make sure you are familiar with PESTLE analysis & can link it to various organisations. This will help you with most aspects of Learning Outcome 2 questions.

Question 3:

1. Comments on learners' performance

Again generally most learners at least achieved a 'pass' mark. Those that scored higher marks were able to discuss the relevant model & link the product range of their chosen organisation to the model. Those that scored lower marks either chose a model that was not linked to the 'product range' or did not refer to their chosen organisation.

2. Recommendations for learners

Ensure you understand the various frameworks/models that are shown in the syllabus & be aware which ones relate to the internal environment & which ones relate to the external environment.

3. Quick Tips

When revising apply the different frameworks/models that are listed in the syllabus to organisations that you are familiar with.

Question 4

1. Comments on learners' performance

The quality of answers varied widely. Those learners that scored well were able to identify the key characteristics of the framework and link them to their chosen organisation using relevant examples. Those learners that scored poorly either confused the framework with Porter's Value Chain or did not refer to their chosen organisation.

2. Recommendations for learners

Be aware of the models/framework that are mentioned in the syllabus that are useful for an organisation to analyse its competitive environment to enable it to develop successful business strategies. Apply these to various organisations that you are familiar with.

3. Quick Tips

Before tackling the OBE make sure you read the OBE instruction booklet thoroughly. Also make sure you use the full word count & approximately divide the number of marks available by the word count. For example total word count is 3,000 words so for a 30 mark question your word count should be in the region of 900 words. If it is much less your answer may lack the depth & analysis needed to gain those higher marks.