

Examiner's Report

Unit Title	Enterprising Organisations
Unit Code	4UEO
RQF Level	Level 4
Session	June 2022

Question 1

1. Comments on learners' performance

Many students demonstrated competent analytical skills in applying a range of factors that influenced the decision to set up a business organisation. The very best responses considered both financial and non-financial reasons. However, it was noticeable that a significant number of candidates missed the opportunity to achieve higher marks by not establishing these factors to the chosen legal formation.

2. Recommendations for learners

Always remember to read the question and when it asks for an explanation of the extent to which something impacts on a business decision, remember to make it very clear to what extent the impact is (or otherwise). Use phrases like, "compared to", "unlike..." etc. to make it clear that you are looking at the strength of the factor/influence.

Make sure that you in your revision you highlight all the different functions within the business and ensure that your lecture notes reflect what you could be examined on – therefore your revision is likely to be more focused and effective. Make sure that you are not overlapping/repeating your points. Examiners will not reward the same point being repeated

3. Quick Tips

Do not provide simple lists written in table format. Students that adopt this approach tend to offer statements and not explanations which is what this type of question requires. Also – when a question requires examples then you must provide real-world examples to reinforce the points that you are making. Without this, you cannot achieve the highest grades. Also, take the time to read the course specification and ensure that you are aware of all key terms – in this case, legal formation.

Question 2

1. Comments on learners' performance

This question sought to allow students the opportunity to apply their knowledge of a popular area of the syllabus in a real-world context. However, students once again struggled to establish a link between how such factors would influence their choice of organisational structure. As was the case with question 1, students were generally able to describe factors that would affect a business organisation, they did not see how these factors would influence the choice of structure.

Whilst some candidates were able to see the importance of finance in determining the structure an organisation could afford compared to what it would like, they were in a disappointing minority.

2. Recommendations for learners

Always remember to read the question and when it asks for an analysis then you need to give a detailed explanation in context of relevant factors. Always check for the specific requirement of the question – if a consideration of internal factors and external factors is sought, then you must consider both and not produced a one-sided/incomplete response. In addition, an analyse question can often be enhanced by a summary comment suggesting which factor might be the most important for the organisation in question (and why this is the case).

3. Quick Tips

Read the question carefully – make sure and check that you understand the requirement of the question. There are parts of the course where candidates can get confused between certain aspects. Producing your own glossary of terms along with (key points) will reduce the chances of this happening and you will feel more confident in your learning and revision.

Question 3

1. Comments on learners' performance

This question produced some excellent responses with a strong focus to the context of the chosen organisation with examples that were pertinent for their chosen organisation. A small minority tended to link their response to how these factors improved the effectiveness of the organisation rather than focus on the operational management – this may have been influenced by a similar question from a previous paper?

Moreover, the overwhelming majority of candidates did refer to their chosen organisation and restricted themselves to explaining just 3 of the 5 concepts.

2. Recommendations for learners

As part of the learning journey, students should consider creating chains of reasoning to develop their analytical and evaluative skills. This could be along the lines of (i) identify and define the differences in the key terms in the question (ii) explain how each term is (in this case the role of operational management – and note it is to achieve both “efficiently and effectiveness”) relevant to your chosen business. Finally, again note the requirement is to answer within the context of your chosen organisation. Don't miss out on the opportunity to increase your mark!

3. Quick Tips

Read the question carefully – make sure and check whether there is something specific in the question. In this case, it is to explain the difference between strategic and operational management so make it very clear that this is what you are considering. Once again, be very clear if you need to provide examples – many marks are often lost from failing to do this. Be smart and make it clear to your examiner that you are providing examples – it is sometimes useful to state the business you intend to focus on at the beginning and use that business throughout your response. Finally, if the question asks you to explain a specific number of factors/influences, then you must only complete this number.

Question 4

1. Comments on learners' performance

Responses to this question tended to mirror the same pattern as in Question 3 with some outstanding answers showing a high degree of independent research and good synthesis in pulling it together to produce a response which directly answered the question set. Although some candidates missed the opportunity to fully develop the concept of organisational infrastructure to their organisation, the majority were able to produce both relevant responses covering a range of internal and external factors. The very best responses attempted to offer which factors were more likely to be relevant for their organisation whilst others stated how the infrastructure might change in a post-Covid world

2. Recommendations for learners

As part of the learning journey, students should consider creating chains of reasoning to develop their analytical and evaluative skills. This could be along the lines of (i) identify and define the differences in the key terms in the question (ii) explain how each term is (in this case explain the techniques and measures of organisational performance) relevant to **your** chosen business. Make sure that you always use the correct context – once again, in this question it is your chosen organisation.

3. Quick Tips

On a question which has a specific business term in the question – in this case how the performance of the selected business and its organisational performance, it is often a sensible decision to state to the examiner what this term means. It demonstrates at the outset that you are aware of what you are going to discuss. If you are not sure on defining the term, then go back to your specification/syllabus and make a list of all business terms. Once you have done this then make sure you are able to define each of them.

When you are actually answering the question, again do not provide lists or tables.