

## Examiner's Report

Unit Title International Business Economics and Markets

Unit Code 5UIBE

RQF Level Level 5

Session June 2022

## Comments on Global Cohort Performance

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	Comments
Question 1	This question was generally answered well. Although weaker answers lacked application to the chosen organisation.
Question 2	Answers generally showed a good level of knowledge of market entry methods. However, there was often an inability to appropriately apply those market entry methods to the chosen organisation. Some answers did directly recommendation which option would be best for the chosen organisation.
Question 3	Answers generally demonstrated relevant knowledge and understanding. Application to the chosen organisation's business activities was often limited however.
Question 4	Answers provided were while demonstrating knowledge were often general and lacking in application to the chosen organisation.

## Question 1: Learning Objectives & Assessment Criteria (LO1, AC 1.1)

### 1. Comments on learners' performance

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This question was generally answered well with application of theory to the chosen organisation informing relevant analysis.

### 2. Recommendations for learners

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Do have a clear focus on the direct requirements of each question. Do ensure a good understanding of the assessment verb within each question – here for example analyse.

### 3. Quick Tips

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Do invest time in choosing an appropriate organisation to base your answers on. All answers are based on your chosen organisation so do ensure your chosen organisation offers you the potential to answer all questions well.

Do also invest time in getting to know your chosen organisation well using relevant and reliable sources of information so you can apply answers directly to that organisation.

## Question 2: Learning Objectives & Assessment Criteria (LO2, AC 2.1)

### 1. Comments on learners' performance

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A good level of knowledge and understand of different market entry methods was demonstrated. However, often at least some of those entry methods would not have been available to the chosen organisation due to its nature. The question asked for evaluation. A number of answers tended to be descriptive rather than evaluative.

A number of answers did not include a clear recommendation.

### 2. Recommendations for learners

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Do ensure you directly address all elements of each question. Do present your answers well and make good use of headings and sub-headings. For example, a separate section for each entry method.

### 3. Quick Tips

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When asked for recommendations do make it really clear what is being recommended. For example, it is therefore recommended that.

## Question 3:

### 1. Comments on learners' performance

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Relevant knowledge was generally demonstrated. However, there was often little application to the chosen organisation. This lack of application limited the evaluation of both the agreements themselves and their likely impact on the chosen organisation's business activities.

### 2. Recommendations for learners

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Do ensure you appropriately apply answers to your chosen organisation. Don't, for example, make general comments that simply include the name of the chosen organisation or the words 'the company'.

It is important, as mentioned earlier, to get to know your chosen organisation well.

### 3. Quick Tips

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Practice applying your learning to organisations / your chosen organisation as part of your preparation for the examination.

Practice your evaluation skills whenever you get the opportunity. Think in detail about how your knowledge does or doesn't apply to your chosen organisation and why.

## Question 4

### 1. Comments on learners' performance

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The answers provided to this question tended to lack detail and were often only superficially applied to the chosen organisation.

Many answers contained content that was very general. For example, content that referred to SME's when the chosen organisation was not an SME.

### 2. Recommendations for learners

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It is important to ensure you answer the question asked rather than, for example, a question you were hoping to see. Content that is interesting but not directly relevant to the question asked will not be awarded marks.

### 3. Quick Tips

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Make sure you make effective use of the word count by having a clear, concise and well-informed writing style and a really clear focus on the question asked including the assessment verb. Here, for example, the assessment verb is evaluate.