

Please read the instructions printed at the end of this form. **One** of these sheets, suitably completed, should be attached to the assessed work of **each** candidate

Unit Title	15 Launching a new product or service in Europe				Unit Code	F254	Session	June	Year	2	0				
Centre Name								Centre Number							
Candidate Name								Candidate Number							
<p>Evidence: You are a business Consultant who offers support and guidance to businesses which are looking to move into European markets. You need to produce a strategy for a medium to large sized business that is looking to launch a new product or service in Europe.</p>															
Criteria							Teacher Comment					Page No.			
<p>AO1.1: You identify the characteristics of the European market and its potential impact on UK businesses; much of your evidence requires further clarification and elaboration;</p>			<p>AO1.2: you demonstrate a sound understanding of the characteristics of the European market and its potential impact on UK businesses; however, your evidence, at times, does not demonstrate sufficient depth;</p>			<p>AO1.3: you demonstrate clear and comprehensive understanding of the characteristics of the European market and its potential impact on UK businesses; your evidence displays both breadth and depth.</p>									
[0 1 2 3]			[4 5 6]			[7 8 9]									
<p>AO2.1: Your written summary is over-theoretical with only a basic attempt to apply it to the chosen business context;</p>			<p>AO2.2: you apply your written summary to the chosen business context;</p>			<p>AO2.3: you target your written summary effectively to the specific needs of the chosen business context.</p>									
[0 1 2 3 4 5]			[6 7 8 9 10]			[11 12 13 14]									

Criteria					Teacher Comment	Page No.
<p>AO3.1: Your analysis and interpretation of your research is limited in scope and does little to inform the development of your strategy; your synthesis of gathered data is weak, with little evidence of integrated or strategic thinking;</p> <p style="text-align: right;">[0 1 2 3 4]</p>	<p>AO3.2: your analysis and interpretation of your research is sound, informing the development of your strategy; your synthesis of gathered data is sound, with evidence of integrated and strategic thinking;</p> <p style="text-align: right;">[5 6 7 8]</p>	<p>AO3.3: your analysis and interpretation of your research is comprehensive and in-depth and there is an extensive focus on targeting your research and analysis into the development of your strategy; your synthesis of material is comprehensive, with frequent demonstration of integrated and strategic thinking.</p> <p style="text-align: right;">[9 10 11 12]</p>	Mark			
<p>AO4.1: Your critical evaluation of the likely effectiveness of your strategy, within the context of your chosen business, is limited, and you make no real attempt to prioritise evidence or to select appropriate lines of argument from information contained within either your strategy or your research and analysis, resulting in weak, unsupported conclusions; you demonstrate limited clarity and coherence with only basic use of business terminology – errors of grammar, punctuation and spelling may be noticeable and intrusive;</p> <p style="text-align: right;">[0 1 2 3 4 5]</p>	<p>AO4.2: your critical evaluation of the likely effectiveness of your strategy, within the context of your chosen business is sound, and your evidence is prioritised, with appropriate lines of argument selected and presented from information contained within both your strategy and your research and analysis, resulting in sound conclusions; you demonstrate clarity and coherence, with appropriate use of business terminology – there may be occasional errors of grammar, punctuation and spelling but these are not intrusive;</p> <p style="text-align: right;">[6 7 8 9 10]</p>	<p>AO4.3: your critical evaluation of the likely effectiveness of your strategy, within the context of your chosen business, is comprehensive and in-depth, and your evidence is effectively prioritised, with appropriate lines of argument selected and presented from information contained within both your strategy and your research and analysis, resulting in reasoned, appropriate, logical conclusions; you demonstrate clarity, coherence and fluency with effective and confident use of appropriate business terminology – there are few, if any, errors of grammar, punctuation and spelling.</p> <p style="text-align: right;">[11 12 13 14 15]</p>	Mark			
Total/50						
If this work is a re-sit, please tick	Session and Year of previous submission	Jan / June	2	0	Please tick to indicate this work has been standardised internally	

Please note: This form may be updated on an annual basis. The current version of this form will be available on the OCR website (www.ocr.org.uk).

Guidance on Completion of this Form

- 1 One sheet should be used for each candidate.
- 2 Please ensure that the appropriate boxes at the top of the form are completed.
- 3 Please enter *specific* page numbers where evidence can be found in the portfolio, and where possible, indicate to which part of the text in the mark band the evidence relates.
- 4 Circle the mark awarded for each strand of the marking criteria in the appropriate box and also enter the circled mark in the final column.
- 5 Add the marks for the strands together to give a total out of 50. Enter this total in the relevant box.