

Commentary on candidate evidence

Candidate A

Title: 'Explore the use of modern technology in UK supermarket Marks and Spencer and the impact on stakeholders and the environment'

1 mark was awarded for the aim.

- The aim in the paragraph is exactly the same as the title so no further mark can be awarded.

Candidate B

Title: 'Impact of current issues on Amazon and its stakeholders'

0 marks were awarded for this aim.

- This aim shows multiple topics for a multi-stranded project. Candidates must choose one topic, for example 'ethics' or 'government intervention' in order to gain the 'aim' mark in the Introduction.
- Course Reports for Advanced Higher Business Management have said that candidates must be advised not to produce multi-stranded projects.

Candidate C

Title: 'Impact of Boohoo's ethics on its stakeholders, organisation and environment.'

1 mark was awarded for the aim of the project.

- The aim in the paragraph is exactly the same as the title so no further mark can be awarded.

1 mark was awarded for the core activity of the organisation.

- The value of the gross profit for Boohoo is an indication of the scale of the business and should therefore be under the 'Reasons' sub-heading. A mark cannot be awarded under the wrong sub-heading.
- Using sub-headings allows candidates to organise their thoughts into themes, so should be encouraged. However, candidates must ensure that a sub-heading reflects the information and analysis that follows it.

0 marks were awarded for the reasons given.

- In the Introduction section, marks are given for reasons why the report is appropriate (ie why the business and the topic are worthy of study).