

# AQA Business and Communication Systems - Controlled Assessment – June 2015

<b>Candidate Name</b>		<b>Candidate Number</b>				
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<b>Centre Name</b>		<b>Centre Number</b>				
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	Knowledge and Understanding	Level 4	Level 3	Level 2	Level 1	The information incorporated & skills demonstrated <i>Not exhaustive</i>	AO1 Mark
AO1	Data/information Sources of information Communication	Relevant & detailed info from wide range Organised & effective	Relevant info from a range Organised & appropriate	Selected info from a limited range Attempted organisation	Collated info from a limited range Presented, not organised	Extent and relevance of information presented Range of info sources contribute to content of documents & to design of all materials; includes primary / secondary sources Effectiveness of the organisation and presentation of the information – formatting and layout; clarity of message	
	Knowledge and understanding	Substantial	Good	Basic	Limited	Ability to use software tools; understanding of chosen option; knowledge of documents' structures, contents, designs	
		12   11   10	9   8   7	6   5   4	3   2   1		

	Application	Level 4	Level 3	Level 2	Level 1	Coherence of planning, strength of context	AO2 Mark
AO2	Applies skills, knowledge & understanding in planning & tasks	Effectively and consistently	Good ability	Attempts to	Limited attempts	Consistency of documents' structures; house style; use of space; logical ordering and positioning of information;	
	Clarity & Purpose Completeness	Substantial No significant gaps	Good Some gaps	Basic Key gaps	Limited Little evidence	Chosen option is clear throughout; target audience clear through content and design Set of documents is fit for purpose	
		14   13   12   11	10   9   8   7	6   5   4	3   2   1		

	Analysis & Evaluation	Level 4	Level 3	Level 2	Level 1	Relates to the design decisions and quality of output	AO3 Mark
AO3	based on... ...data/information	Analysis of selected data to produce key findings	Partial data analysis to produce findings	Review of some data; identifies results	Limited data	Range of skills demonstrated – appropriateness, variety; quality & originality – content, language, style, design, organisation, layout.	
	Justification, chains of argument	Evaluation of key findings, with reasoned, logical support	Judgement, some justification, can be followed	Basic judgment of results; limited evidence	Unsupported judgements	Success of design & content decisions; logical thought evident in documents that is submitted; annotations support decisions <i>Messages communicated effectively using text &amp; imagery – clear, organised, reasoned, persuasive, targeted, professional</i>	
	QWC	Well structured, organised, accurate, frequent & effective specialist terms	Structured, reasonably accurate, some appropriate specialist terms evident	Some structure, with errors; occasional specialist terms	Convey meaning, many errors, few specialist terms	QWC – business language, formal organisation of ideas, SPG, specialist terms	
		14   13   12   11	10   9   8   7	6   5   4	3   2   1		

<b>Total Mark</b>	
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