

# BUSINESS STUDIES FOUNDATION Level 2

## Common Assessment Task

### Work Requirements:

Section of the Business Plan.

### Assessment Type:

Exhibition

### Criteria being assessed:

- Criterion 2 - elements 2 and 4

### Suggested conditions:

- This task should take learners 2.5 hours in total for the creation of the response.
- The report may be written, word processed or recorded.
- The response may be submitted as a hard copy or submitted electronically.
- This task requires an individual response by each learner.

### Task Description:

You will create two products:

1. an advertisement that can be used to promote a product or service that addresses the 4Ps of marketing, and any social, environmental and ethical aspects

Use **one** of the following formats:

- an A4 page
- a 30 second audio-visual recording.

2. a report of 100 - 150 words on why you chose to advertise the product in this way.

### What you need to do:

You will need to:

- plan your time to ensure you complete both the advertisement and the report
- choose a product or service to be advertised that targets a customer market
- choose the form the advertisement will take
- show products to be sold or service to be provided
- use appropriate vocabulary
- demonstrate knowledge and understanding of:

- key features of an advertisement
- social, environmental and ethical aspects of marketing.

Teacher use only - What needs to be submitted for assessment?

Learners should submit an advertisement and a report.