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1. Principles of Business - Form Four - School Based Assessment 2004-2006

1.1. Main Objective of doing this SBA

- To give you an opportunity to apply the knowledge gained in the study of Principles of Business.

1.2. How will this be done?

The objective will be fulfilled through the examination of a designated business/firm. The data collection instruments will be the questionnaire and the interview. The information gathered will then be analysed and evaluated, with the aim of drawing specific conclusions about the firm.

1.3. The Recommendations

At the end, you must make recommendations based on your evaluation e.g. Marketing and Advertising: Do you think sufficient promotions are carried out?

1.4. The Questionnaire

Use the syllabus outline to prepare your questionnaires. Also refer to the mark scheme given to ensure that you cover the required areas.

N.B. The questionnaire is the basis/ foundation of your project.

v For any project it is essential that you fine-tune any data collection instrument that you are using. It is at this point that you gather the information you will need to evaluate the business issues under examination.

CXC has given three specific areas to be examined within the company:

- v Organisational Principles
- v Production and Marketing
- v Finance and Introduction to Economics

We are only going to examine the first two areas in your current questionnaire. In term three,

you will send in another questionnaire to the company to examine the third area.

1.5. The Company

Ensure that the company chosen covers the range of the SBA requirements.

Further, ensure that the company chosen will allow you to return for clarification of information.

1.6. DEADLINES

Wednesday 9th June 2005 –

- v First draft of questionnaires to be submitted in groups.
- v Include a folder with each group's number, names of members, basic info on the company (name, owner, location, why choose this company)

Friday 11th June 2005 –

- v Return of questionnaires with corrections and additions.

Wednesday 5th September 2005 (Tentatively)–

- v First draft of SBA due. To be presented in group folder in class.

Please be advised that you must be present in school for consultations with me.

1.7. RESPONSIBILITIES OF GROUP LEADER

- To ensure that all members of their group hand up their work on time
- To coordinate the activities of the group
- To ensure that the group conducts the required research activities
- To organise meetings of the group
- To report any problems being experienced with the business, group members etc.
- To submit and collect the group's work in the group folder.