





GCSE: ASK Yourself!

Subject: Business

Unit: Research project - Customer Service

	Launching 1-2	Developing 3-4	Progressing 5-6	Mastering 7-9
 S skills				
Numeracy	I need to improve my numeracy skills by calculating percentages through questionnaire analysis.	With support I can calculate percentages using data from analysing my questionnaire.	I can independently calculate percentages using data from analysing my questionnaire.	I can confidently calculate percentages using data from analysing my questionnaire.
Application	I need to be able to use business examples in my work.	I can use at least one business example in my work.	I can confidently use a business example in my work.	I can expertly use a business example in my work.
Analysis	I need to be able to analyse my work using a business example.	I can partially analyse my work using a business example.	I can confidently analyse my work using a business example.	I can expertly analyse my work using a business example.
Evaluation	I need to be able to make a reasoned judgement based on my analysis.	I can partially evaluate my work by making a limited judgement based on my analysis.	I can confidently evaluate my work by making judgements based on my analysis.	I can expertly evaluate my work by making fully supported judgements based on my analysis.
 K knowledge				
Market research	I need to know what different methods of market research a business could use to gather data.	I know some of the methods of market research that my business could use.	I confidently know a range of methods of market research that my business could use.	I can evaluate which methods of market research are most appropriate for my business.
Customer Service	I need to know the ways a chosen business could improve its customer service.	I know some ways that my business could improve its customer service to boost sales.	I can analyse how my business could improve its customer service to boost sales.	I can evaluate what methods of customer service my business could use to boost sales.