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| **Alternative Evidence Gathering Template – Internal Assessment** |  |
| These templates must only be used to record student achievement and report results where remote assessment is the only practical option and the collection of direct assessment evidence from students has not been at all possible. ‘Alternative Evidence’ is student evidence for internally assessed standards that has been seen or heard within the teaching and learning programme. These templates do not signal a reduction in what is accepted for each grade, but rather a means of summarising evidence for reporting. These templates must be viewed in conjunction with the standard and assessment advice forwarded to schools to ensure that valid, credible and reliable assessment and learning has occurred before the standard is awarded. While physical evidence of student work does not need to be attached, the assessor decisions made must also be verified internally before reporting results. |  |
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| Student ID | Student 1 | Subject | Business Studies | Level | 2 |
| Notes |  | Standard No. | 90846 | Version | 2 |
| Standard Title | Conduct market research for a new or existing product. | Credits | 3 |
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| **Achieved** | **Merit** | **Excellence** |
| Conduct market research for a new or existing product. | Conduct in-depth market research for a new or existing product. | Conduct comprehensive market research for a new or existing product. |
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| **Key requirements (list):** | A | M | E | **Describe or attach the evidence considered.**  | **Explain how the judgement was made.** |
| Identify a research aim, and plan and design the research.  |[ ] [ ] [ ]   |  |
| Collect and record primary data from the research, and present data using a range of appropriate methods.  |[ ] [ ] [ ]   |  |
| Draw a conclusion from the research, stating business knowledge and Maori business concept/s relevant to the conclusion.  |[ ]   |  |  |  |
| State strengths and/or weaknesses of the research.  |[ ]   |  |  |  |
| Draw a conclusion from the research, explaining in-depth business knowledge and Maori business concept/s relevant to support the conclusion.  |  |[ ]   |  |  |
| Provide reasoned explanations of the strengths and/or weaknesses of the research and how these impact on the validity of the findings/conclusions.  |  |[ ] [ ]   |  |
| Draw a conclusion from the research, integrate business knowledge and Maori business concept/s relevant to support the conclusion.  |  |  |[ ]   |  |
| Discuss ways to improve the market research process.  |  |  |[ ]   |  |
|  |  |  |  |  |  |
| **Sufficiency statement** | **Internal Verification**  |
| Achievement | All of A is required [x]  | Assessor: Date:  |
| Merit | All of A and M is required [x]  | Verifier: Date:  |
| Excellence | All of A, M and E is required [x]  | Verifier’s school:  |
| MARK OVERALL GRADE | N [ ]  | A [ ]  | M [ ]  | E [ ]  | Comments:  |

For the purpose of national external moderation:

* only six WORD templates are required where available
* samples are not required to be randomly selected
* there should be one each of N, A, M, E and up to 2 others
* descriptions of evidence and explanations of judgements are not required for all other students, and a spreadsheet may be used.