



OCR Level 1 Business and ICT

Unit 12: Working in Retail and Services

Assessment Objective		Suggested Evidence	Pass	Merit	Distinction	Feedback
AO1	Identify, using examples, the different types of retail outlets in an area you are familiar with and describe what makes them different from one another.	Candidates will visit their local shopping areas and identify the different types of retail outlets, using examples as identified in knowledge, understanding and skills. They are then required to describe the differences between the retail outlets as outlined in knowledge, understanding and skills.	Candidates will identify the different types or retail outlets, giving some examples and a limited description of their differences.	Candidates will identify the different types of retail outlets, giving a range of examples and a sound description of their differences.	Candidates will identify the different types of retail outlets, giving an extensive range of examples and a detailed description of their differences.	
AO2	Describe the current location of a retail outlet that you are familiar with and give reasons why this	Candidates will choose one retail outlet, describe where it is located and give reasons why this location	Candidates will provide a basic description about the location of a retail outlet with which they are	Candidates will provide a sound description about the location of a retail outlet with which they are	Candidates will provide detailed description about the location of a retail outlet with which they are	

	location was chosen.	was chosen. A location map would be a good starting point on which the candidates can then base their descriptions.	familiar and give brief reasons why this location was chosen.	familiar and give clear reasons why this location was chosen.	familiar and give clear and comprehensive reasons why this location was chosen.	
AO3	Identify the different types of displays used by two different retail outlets and describe why these have been chosen.	Candidates must choose two different retail outlets. They are then required to identify different types of displays used by these two outlets and describe why the displays have been chosen.	Candidates will demonstrate a basic understanding of the different displays used in two retail outlets and give brief reasons why they have been chosen.	Candidates will demonstrate a sound understanding of the different displays used in two retail outlets and give clear reasons why they have been chosen.	Candidates will demonstrate a high level of understanding of the different displays used in two retail outlets and give detailed reasons why they have been chosen.	
AO4	Give examples of health & safety concerns for retail outlets, describing what measures they can take to ensure good health & safety conditions within their organisations.	Using the knowledge, understanding and skills candidates need to give examples of health & safety concerns for retail outlets and describe what measures they can take to ensure good	Candidates will give examples and demonstrate a basic awareness of health & safety concerns relevant to the retail sector. Candidates will briefly describe measures taken by retail	Candidates will give examples and demonstrate a good level of awareness of health & safety concerns relevant to the retail sector. Candidates will describe measures taken by	Candidates will give examples and demonstrate a comprehensive awareness of health & safety concerns relevant to the retail sector. Candidates will describe in detail measures	

		health & safety conditions within their organisations.	outlets to ensure a healthy and safe working environment.	retail outlets to ensure a healthy and safe working environment.	taken by retail outlets to ensure a healthy and safe working environment.	
AO5	Give examples of the risks to the security of retail outlets and describe how these could be reduced.	Using the knowledge, understanding and skills candidates are required to give examples of the risks to the security of retail outlets and describe how these risks could be reduced.	Candidates will show a basic understanding of the risks to security within the retail sector. They will briefly describe the measures that could be taken to reduce such risks.	Candidates will show a good understanding of the risks to security within the retail sector. They will clearly describe the measure that could be taken to reduce such risks.	Candidates will show a high level of understanding of the risks to security within the retail sector. They will describe in detail the measures that could be taken to reduce such risks.	
AO6	Describe the legislation that relates to retail outlets.	Candidates will describe the retail legislation as outlined in knowledge, understanding and skills.	Candidates will briefly describe the legislation relevant to the retail industry.	Candidates will describe with examples the legislation relevant to the retail industry.	Candidates will describe in detail with a range of examples the legislation relevant to the retail industry.	