Student Number: _____

Newington College

Discover what's possible

Year 12 Business Studies

2020 Trial HSC Examination

General Instructions

- Reading time: 5 minutes
- Working time: 3 hours
- Write using black or blue pen
- Attempt ALL questions
- Do NOT write in pencil
- Write your Student Number at the top of all answer pages

Total marks – 100

Section I – 20 marks
- Attempt Questions 1-20
  Use the answer sheet provided

Section II – 40 marks
- Attempt Questions 21- 24
  Complete on the examination paper

Section III – 20 marks
- Attempt Question 25
  Begin your answer in a new booklet

Section IV – 20 marks
- Attempt Question 26 or Question 27
  Begin your answer in a new booklet

Allow about 25 minutes for this section

Use the multiple-choice answer sheet provided for Questions 1-20

1. "Channel choice" is a part of which element of the marketing mix?

   A. Product
   B. Price
   C. Place
   D. Promotion

2. Which business function is responsible for identifying cost centres and setting revenue controls?

   A. Operations
   B. Finance
   C. Marketing
   D. Human Resources

3. Which set of characteristics best describes the growth stage of the product life cycle?

   A. Increasing number of competitors, increasing market share, increasing brand awareness
   B. Increasing number of competitors, increasing market share, low brand awareness
   C. Decreasing number of competitors, increasing expenses, high brand awareness
   D. Decreasing number of competitors, decreasing expenses, high brand awareness

4. Which of the following would most likely occur in a business after adopting a loss leader price strategy?

   A. Reduced stock turnover rates and increased profit
   B. Increased stock turnover rates and quick increase in market share
   C. Improved working capital management and decrease in market share
   D. Quick increase in market share and no change in stock levels

5. Which of the following is an example of involuntary separation in the workplace?

   A. Resignation
   B. Reinstatement
   C. Retrenchment
   D. Lockout

6. In which type of market would a business that specialises in housing construction buy bricks?

   A. Consumer
   B. Resource
   C. Industrial
   D. Intermediate

7. Which of the following are BOTH qualitative indicators of the effectiveness of human resource management?

   A. Absenteeism and levels of disputation
   B. Worker satisfaction and changes in staff turnover
   C. Accidents and corporate culture
   D. Exit surveys and corporate culture

8. To achieve an increase in sales, the CEO of a business that manufactures washing machines instructs all department managers to focus on improving the efficiency of their most popular model.

   Which approach is being used in this business?

   A. Production
   B. Sales
   C. Marketing
   D. Customisation

9. A business is planning to increase its market share by merging with a competitor. What financial objective does this best illustrate?

   A. Solvency
   B. Liquidity
   C. Profitability
   D. Growth

10. Sonia is a house builder who guarantees her work and the quality of the materials used during construction. Which of the following best describes this part of her business operations?

    A. Transformation
    B. Warranties
    C. Inputs
    D. Visibility

Use the information in the data table to answer question 11.

Penrith Bread Shop Pty Ltd			
	Jan	Feb	Mar
Opening balance	5 000	?	?
Cash inflows	15 000	15 000	13 000
Cash outflows	16 000	14 000	12 000
Closing balance	?	?	?

11. Based on the information in the table, which of the following statements are BOTH true?

	Statement 1	Statement 2
A.	Opening balance in February is $1 000	Closing balance in March is $1 000
B.	Closing balance in February is $4 000	The opening balance in March is $6 000
C.	Opening balance in February is greater than the closing balance in January	Opening balance in February is negative and closing balance in March is negative
D.	Closing balance in March is greater than the closing balance in February	Opening balance in March is greater than the opening balance in February

12. A salesperson approaches a consumer to ask a few questions, pretending it is for market research, but her hidden motive is to sell a product.

Which of the following unethical practices is this salesperson engaging in?

A. Creation of needs
B. Bait and switch
C. Sugging
D. Subliminal advertising

13. To increase staff retention, a business offers its employees a flexible work roster where they can negotiate the start and finish times of their shifts.

This is an example of?

A. A non-monetary reward
B. A monetary reward
C. A group reward
D. An enterprise agreement

14. Which performance objective measures how quickly a business can adapt its production processes in response to changes in the market?

A. Cost
B. Speed
C. Customisation
D. Flexibility

15. What is the name for the institution in Australia that is responsible for making, reviewing and varying modern awards?

    A. Fair Work Commission (FWC)
    B. Australian Securities and Investment Commission (ASIC)
    C. Australian Competition and Consumer Commission (ACCC)
    D. Australian Council of Trade Unions (ACTU)

16. A factory manager is trying to decrease lead times. Which tool will enable the manager to identify the order in which tasks need to be completed and the shortest time in which all tasks can be completed?

    A. Break even analysis
    B. GANTT chart
    C. Critical Path Analysis
    D. Budget

17. A manufacturer of cosmetics introduces a new line of skin care products for men aged 50+.
    What type of segmentation method is this business using?

    A. Psychographic
    B. Demographic
    C. Geographic
    D. Behavioural

18. Which of the following combinations would most likely produce economies of scale?

    A. Limited customer contact, limited product variety and low volume
    B. Limited customer contact, limited product variety and high volume
    C. Extensive customer contact, extensive product variety and low volume
    D. Extensive customer contact, extensive product variety and high volume

Use the table of financial data to answer questions 19 and 20.

Financial data for Penrith Dental Services Pty Ltd (as at 30th June)			Additional information	
	2017	2018	Ratio formula	Industry Average
Current Assets			**Accounts receivable ratio:** Sales ÷ Accounts receivable	12
Stock	10 000	8 000		
Accounts receivable	5 000	6 000		
Current Liabilities			**Gearing – debt to equity ratio:** Total liabilities ÷ Total Equity	3.5:1
Overdraft	2 500	3 000		
Accounts payable	5 000	5 000		
Non-Current Assets	30 000	30 000	**Current ratio:** current assets ÷ current liabilities	2:1
Non-Current Liabilities	27 500	26 000		
Owner's equity	10 000	10 000		
Annual Sales Revenue	65 000	104000		

19. Which of the following best describes the change in the current ratio at Penrith Dental Services Pty Ltd between 2017 and 2018?

A. Liquidity has worsened
B. Liquidity has improved
C. Solvency has worsened
D. Solvency has improved

20. Based on the information in the table of extracted data, which of the following statements are BOTH true?

	Statement 1	Statement 2
A.	The gearing ratio for Penrith Dental Services in 2018 was 40%	Gearing has improved between 2017 and 2018
B.	In 2017, for every $1 of equity invested by owners, the business borrowed $3.50	The debt to equity ratio worsened between 2017 and 2018
C.	Gearing has decreased between 2017 and 2018	The gearing ratio for Penrith Dental Services in 2017 was 25%
D.	The accounts receivable turnover ratio for Penrith Dental Services Pty Ltd is better than the industry average	The efficiency of debt collection at Penrith Dental Services Pty Ltd improved between 2017 and 2018

Student Number:.....

Section II

(40 marks)
Attempt Questions 21 – 24
Allow about 1 hour and 15 minutes for this section

Answer the questions in the spaces provided. These spaces provide guidance for the expected length of response.

Question 21 (10 marks)

Bassett Industries Ltd manufacture furniture using recycled and plantation timber. To satisfy increased demand from overseas buyers, the CEO has directed operations to decrease the time taken to produce each item and increase the rate of output per day.

(a) Describe **ONE** transformed and **ONE** transforming resource used in this business **2**

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(b) Distinguish between legal compliance and ethical responsibility in this business **2**

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Question 21 continues on the next page

Question 21 (Continued)

(c) Assess how the increase in sales may impact **TWO** aspects of the transformation process of this business **6**

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Student Number:.....

Question 22 (10 marks)

Bulkin' BY Pty Ltd produces supplements and other ready meals targeted at young, active Australians.

a) Identify TWO purposes of packaging. **2**

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b) Explain how consumer laws will influence the marketing of this business **4**

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c) Why could monitoring and controlling be an important part of the marketing process for this business? **4**

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Student Number:.....

Question 23 (10 marks)

(a) Outline ONE benefit of outsourcing human resource functions using a domestic contractor. 2

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(b) Explain ONE dispute resolution method a business could use to resolve workplace conflict. 3

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Question 23 continues on the next page

Question 23 (Continued)

(c) Analyse the influence of government on human resource management. **5**

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Student Number:.....

Question 24 (10 marks)

The following data has been extracted from the financial statements of *"Frozen Freight Services Pty Ltd"* - a business that specialises in transporting refrigerated goods in the Sydney metropolitan area.

Selected financial data for Frozen Freight Services Pty Ltd		
	2017	2018
Expense ratio	30%	35%
Accounts receivable turnover (number of days)	28	35
Yearly Sales revenue	$ 12 500 000	$ 13 000 000
Average interest paid on short term loans (per month)	$ 3 000	$ 4 500
Annual rent on office and truck depot	$ 156 000	$ 182 000
Total fuel cost	$ 750 000	$ 750 000

(a) Distinguish between a fixed and a variable cost and give an example of each. **3**

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(b) Why is efficiency an important financial objective for this business? **3**

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Question 24 continues on the next page

Question 24 (continued)

(c) Recommend TWO strategies this business could use to manage efficiency. **4**

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End of Section II

Section III

(20 marks)
Attempt Question 25
Allow about 35 minutes for this section

Answer the questions in a separate writing booklet. Extra writing booklets are available.

In your answer you will be assessed on how well you:

- demonstrate knowledge and understanding relevant to the question
- apply the hypothetical business situation
- communicate using relevant business terminology and concepts
- present a sustained, logical and cohesive response in the form of a business report

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Question 25 (20 marks)

Gym Plus has a network of 18 outlets throughout urban areas in Australia. All trainers and 95% of their members are men. The business is in the maturity stage of the business life cycle, with aging outlets and equipment, and is looking to renew.

Management are proposing:

- attracting more women with "female only" classes led by women instructors and
- updating outlets with new exercise and audio visual equipment as well as air conditioning.

Existing staff are not happy with these plans. They are familiar with the existing equipment and believe the proposed changes will "soften" the image of the gym.

You have been hired as a consultant to write a report to management.

In your report:

- Demonstrate how market research could assess the viability of attracting women clients to Gym Plus
- Discuss the use of leading edge technology for Gym Plus
- Recommend TWO strategies that Gym Plus could use to overcome resistance to change

Section IV

(20 marks)
Attempt Questions 26 or 27
Allow about 35 minutes for this section

Answer the questions in a separate writing booklet. Extra writing booklets are available.

In your answer you will be assessed on how well you:

- demonstrate knowledge and understanding relevant to the question
- apply relevant business case study/studies and contemporary business issues
- communicate using relevant business terminology and concepts
- present a sustained, logical and cohesive response

Question 26 (20 marks)

Evaluate how and why the processes of human resource management are important to achieving business success.

OR

Question 27 (20 marks)

Evaluate the importance of financial management in responding to external influences.

Student number: .....

BUSINESS STUDIES – MULTIPLE-CHOICE ANSWER SHEET

General Instructions

Choose the MOST correct answer A, B, C, or D by filling in the response circle completely. Attempt all questions.

Question	1	A ⬭	B ⬭	C ⬭	D ⬭
	2	A ⬭	B ⬭	C ⬭	D ⬭
	3	A ⬭	B ⬭	C ⬭	D ⬭
	4	A ⬭	B ⬭	C ⬭	D ⬭
	5	A ⬭	B ⬭	C ⬭	D ⬭
	6	A ⬭	B ⬭	C ⬭	D ⬭
	7	A ⬭	B ⬭	C ⬭	D ⬭
	8	A ⬭	B ⬭	C ⬭	D ⬭
	9	A ⬭	B ⬭	C ⬭	D ⬭
	10	A ⬭	B ⬭	C ⬭	D ⬭
	11	A ⬭	B ⬭	C ⬭	D ⬭
	12	A ⬭	B ⬭	C ⬭	D ⬭
	13	A ⬭	B ⬭	C ⬭	D ⬭
	14	A ⬭	B ⬭	C ⬭	D ⬭
	15	A ⬭	B ⬭	C ⬭	D ⬭
	16	A ⬭	B ⬭	C ⬭	D ⬭
	17	A ⬭	B ⬭	C ⬭	D ⬭
	18	A ⬭	B ⬭	C ⬭	D ⬭
	19	A ⬭	B ⬭	C ⬭	D ⬭
	20	A ⬭	B ⬭	C ⬭	D ⬭

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Business Studies
2020 Trial HSC Marking Guidelines

Section I

Multiple Choice Answers

Question	*1*	*2*	*3*	*4*	*5*	*6*	*7*	*8*	*9*	*10*	*11*	*12*	*13*	*14*	*15*	*16*	*17*	*18*	*19*	*20*
Answer	C	B	A	B	C	C	D	A	D	B	D	C	A	D	A	C	B	B	A	D

Section II

40 marks

Question 21 (10 marks)

Bassett Industries Ltd manufacture furniture using recycled and plantation timber. To satisfy increased demand from overseas buyers, the CEO has directed operations to decrease the time taken to produce each item and increase the rate of output per day.

(a) Describe **ONE** transformed and **ONE** transforming resource used in this business

Criteria	Mark
▪ Clearly describes one transformed and one transforming resource ▪ Provides an example of each type of resource	2
▪ Identifies a difference OR provides an example of a transformed OR provides an example of a transforming resource	1
▪ No response or factually incorrect response	0

Suggested Answers

- *Recycled timber, information, customer feedback*
- *Human resources, facilities (example of machinery to manufacture furniture)*

(b) Distinguish between legal compliance and ethical responsibility in this business

Criteria	Mark
▪ Clearly distinguishes between legal compliance and ethical responsibility in this business ▪ Uses examples from the business	2
▪ Sketches legal compliance or ethical responsibility in this business	1
▪ No response or factually incorrect response	0

Suggested Answers

- *Legal compliance doing what is legally required, ethical responsibility is going over and above what is legally required e.g;*
    - *Use of environmentally friendly inputs, adopting additional worker standards, over about environmental compliance, reducing emissions etc*
    - *Legally complying with WHS, Taxation*
    - *Labour laws, Environmental laws*

Question 21 continued

(c) Assess how the increase in sales may impact **TWO** aspects of the transformation process of this business

Criteria	Mark
▪ Clearly assess how the increase in sales will impact TWO aspects of the transformation process ▪ Provides clear outcome/judgement/result or size on transformation process	5-6
▪ States how and why ONE transformation process would be impacted or sketches in general terms impact on TWO transformation processes	3-4
▪ Sketches in general terms ONE transformation process and identifies one other	1-2
▪ No response or factually incorrect response	0

Suggest Answers:

- *Significance on the sequencing and scheduling due to an increase in sales*
- *Volume aspect of the transformation process, how the increased sales impacts thee volume required*
- *Variation in demand, increase in demand and ability to meet this demand*
- *Influence of variety, increased variety maybe needed as sales and popularity increases*
- *Visibility of the business with customers due to the increase in sales*
- *Technology in the transformation process*
- *Task design, has this changed with an increase in sales and volumes*
- *Workplace layout*
- *Monitoring and controlling*

Note: Answer must assess a clear impact on the transformation process, HOW and WHY the increase in sales impacts the TP.

Question 22 (10 marks)

a) Identify TWO purposes of packaging.

Criteria	Mark
▪ Recognises and names TWO purposes of packaging ▪ Uses relevant business terms	2
▪ Recognises and names ONE purpose of packaging	1
▪ No response or factually incorrect response	0

Suggested answers:

- *Creates image/perception of product, can represent quality of a product*
- *Influence purchasing decision*
- *Protection of product*
- *Informs consumers of the benefits of the product, labelling information – giving reason for consumer to purchase product*

b) Explain how consumer laws will influence the marketing of this business

Criteria	Mark
▪ Clearly makes evident how consumer laws will influence the marketing of the business ▪ Make reference to the stimulus material ▪ Uses relevant business terms	4
▪ Sketches in general how consumer laws could influence this business ▪ May make limited (or implied) reference to the stimulus material ▪ Uses some appropriate business terms	3
▪ Sketches in general about consumer laws with no reference to stimulus	2
▪ Identifies some aspects of consumer laws	1
▪ No response or factually incorrect response	0

Suggested answers:

- *Promotions being deceptive and misleading regarding 'health'*
- *Price discrimination, charging different prices in different markets or discriminating particular consumers therefore impact on pricing strategies*
- *products clearly labelled with all nutritional information, branding aspect of marketing*
- *Bait and switch advertising*
- *'special offers' that do not exist when they're offering food products to customers*

Note: Answers must directly relate to stimulus and the impact on marketing and not just general terms of consumer laws

(c) Why could monitoring and controlling be an important part of the marketing process for this business?

Criteria	Mark
▪ Clearly explains (cause and effect) of why monitoring and controlling will be beneficial for the business success ▪ May make reference to the stimulus material ▪ Uses relevant business terms	4
▪ Provides relevant information about monitoring and controlling and or why it would lead to business success ▪ Uses some appropriate business terms	3
▪ Makes a basic statement about monitoring or controlling	2
▪ Makes a limited statement about monitoring and controlling	1
▪ No response or factually incorrect response	0

Suggested answers:

- *Sales or financial forecast for products*
- *Marketing objectives*
- *Comparing planned performance to actual performance regarding marketing objectives (sales & market share)*
- *Take corrective action by implementing marketing strategies to ensure that marketing objectives are met*
- *New supplements not selling, food products not establishing market share*

Question 23 (10 marks)

(a) Outline ONE benefit of outsourcing human resource functions using a domestic contractor.

Criteria	Mark
▪ Sketches in general ONE benefit of outsourcing human resource functions using a domestic contractor	2
▪ Identifies ONE benefit of outsourcing human resource functions using a domestic contractor	1
▪ No response or factually incorrect response	0

Suggested answers:

- *Businesses can outsource HR functions to reduce cost, improve effectiveness and increase quality*
    - *Avoids the need to employ excessive 'in house' employees*
    - *Allows businesses to focus their resources on more essential business activities*
    - *Is particularly effective for small to medium businesses which have a lower capacity to complete these activities - This gives business access to expertise without the resource scale required*

(b) Explain ONE dispute resolution method a business could use to resolve workplace conflict.

Criteria	Mark
▪ Provides reasons how and why ONE dispute resolution method a business could use to resolve workplace conflict. ▪ Uses relevant business terms and syllabus concepts with skill and understanding	3
▪ Describes ONE dispute resolution method a business could use to resolve workplace conflict ▪ Uses some appropriate business terms	2
▪ Identifies ONE dispute resolution	1
▪ No response or factually incorrect response	0

Suggested answers:

- *Negotiation*
    - *Negotiation is a method of resolving disputes when discussions between the parties result in a compromise and a formal or informal agreement.*
    - *Most IR disputes are solved before or at the negotiation stage*
- *Mediation*
    - *Mediation is the confidential discussion of issues in a non-threatening environment, in the presence of a neutral, objective third party*
    - *The third party must be independent and agreed upon by the two parties*
- *Courts and Tribunals*
    - *Conciliation and Arbitration*

- *When a dispute cannot be solved between the two parties it is referred to the Fair Work Commission*
- *They will appoint a conciliation member to hear both sides of the dispute and will help the two parties reach an agreement*
- *If conciliation fails the matter may be referred to arbitration*
- *Arbitration is a process where a third party hears both sides of a dispute and makes a legally binding decision to resolve the dispute.*

Question 23 continued

(c) Analyse the influence of government on human resource management.

Criteria	Mark
Draws out and relates the implications of the relationship between the influence of government on human resource management	5
Provides links between the influence of government on human resource management	4
Provides characteristics and features of the influence of government on human resource management	3
Sketches in general terms cost and/or quality the influence of government on human resource management	2
Sketches in general terms the influence of government on human resource management	1
Makes reference to the influence of government on human resource management	0

Suggested answers:

Government

- Have a heavy role in impacting Human Resources management due to their key roles within the labour market
    - Legislator
        - Provide the legal framework for industrial relations
    - Employer
        - Employ almost ⅓ of Australian workers
        - Often regarded as the pace setters for ethical industrial relations
    - Responsible economic management
        - There may be conflicts between economic goals which may impact the industrial relations legislation
    - Administrator
        - Governments implement the legislation they enact through various managing bodies such as Fair Work Australia
    - Representative
        - The government represents Australia in international relations and trade agreements

- Statutes
    - Laws made by the federal and state parliament
    - Since 2010, Australia has shifted from a dual system of state and federal to a system of national industrial relations standard
    - This system recognises the efficiency of a more standardised system for businesses
    - These statutes provide the framework for the awards and agreements and ensure businesses are meeting all requirements (WHS, Super, free from discrimination)
        - Fair Work Act 2009: National framework for industrial relations implemented. Covers most private employees. All states refer powers with exception of WA. Ten National Employment Standards set. Collective bargaining emphasised.
        - Administered by the federal govt. giving employers and employees equal rights, it covers these key elements:
            - 10 national employment standards
            - collective bargaining requirements
            - modern awards for specific industries
            - Annual minimum wage setting
- Industrial Tribunals and courts
    - Enforce the laws established by the governments
    - The Fair Work Commission is the managing body of the industrial relations legislations and has some key roles:
        - Settling disputes
        - Supervising the making of agreements and awards
        - handling unfair dismissal cases
- Federal Court
    - The federal court of Australia is a judicial court and under the constitution only courts have the power to make decisions on existing rights
    - It handles cases relating to industrial action and breaches of industrial law

Question 24 (10 marks)

(a) Distinguish between a fixed and a variable cost and give an example of each.

Criteria	Mark
▪ Clearly shows the difference between a fixed and a variable cost AND provides a correct example of each type of cost	3
▪ Defines fixed and variable costs (difference may be implied) AND/OR provides a correct example of each type of cost	2
▪ Provides a correct example of either a fixed OR a variable cost OR makes a limited statement about a difference between them	1
▪ No response or factually incorrect response	0

Sample answer:
Fixed costs do not vary with the level of output, whereas variable costs will change. A fixed cost of Frozen Freight Services would be its insurance premiums on vehicles owned, whereas a variable cost would be the costs of transport.

(b) Why is efficiency an important financial objective for this business?

Criteria	Mark
▪ States a reason why efficiency is an important financial objective for this specific business ▪ Makes effective use of the information provided ▪ Uses relevant business terms and syllabus concepts with skill and understanding	3
▪ States a reason why efficiency is an important financial objective of business in general ▪ Uses some business terms	2
▪ Makes a limited statement about efficiency and/or financial objective(s)	1
▪ No response or factually incorrect response	0

Sample answer:

Efficiency is the achievement of maximum output with the minimum level of inputs. It is important for Frozen Freight Services because without efficient financial management, costs and expenses would be higher. Frozen Freight Services needs to address worsening efficiency. This is seen by the fact that it is taking them longer to collect accounts receivable (28 to 35 days) and their expenses ratio has risen by 5% in a year.

(c) Recommend TWO strategies this business could use to manage efficiency.

Criteria	Mark
▪ Provides clear reasons in favour of TWO strategies this specific business could use to manage efficiency ▪ Makes effective use of the information provided ▪ Uses relevant business terms and syllabus concepts with skill and understanding	4
▪ Provides detailed information about TWO strategies a business (in general) could use to manage efficiency ▪ Uses some relevant business terms effectively	3
▪ Identifies TWO strategies that could be sued to manage efficiency	2
▪ Identifies ONE strategy that could be used to manage efficiency	1
▪ No response or factually incorrect response	0

Answers could include:

• profitability management – cost controls – fixed and variable, cost centres, expense minimisation

Sample answer:

Frozen Freight Services can reduce costs by outsourcing part of its non-core operations, such as HR or maintenance of vehicles. This will allow them to achieve cost savings in these areas and focus their efforts towards their core business of transport.

Similarly, Frozen Freight Services could be more efficient by cutting variable costs, such as labour. One way to do this is to employ future workers as casual rather than permanent workers, reducing on-costs for the business.

Section III

Marking Criteria	Mark
▪ Presents a sustained, logical and cohesive business report integrating relevant business terminology and syllabus concepts with skill and understanding AND ▪ Makes effective use of the information provided, demonstrating extensive knowledge and understanding relevant to the question AND ▪ Makes evident how market research processes could be used to understand their clients ▪ Provides points for/or against the use of leading edge technology in the business ▪ Provides clear reasons in favour of TWO strategies that a business could implement to overcome resistance to change	17-20
▪ Presents a logical and cohesive business report that uses relevant business terminology and syllabus concepts ▪ Makes some use of the information provided, demonstrating knowledge and understanding of the question ▪ Provides characteristics and features of market research and/or shows how market research could be used to understand clients ▪ Provides some points for/or against the use of leading edge technology ▪ Provides detailed information about TWO strategies which the business could use to overcome resistance to change	13-16
▪ Includes features of a business report and uses some business terminology and concepts ▪ Makes limited reference to the information provided ▪ Provides some general information about market research ▪ Identifies points for/or against the use of leading edge technology ▪ Provides some general information about strategies to overcome resistance to change	9-12
▪ Includes some features of a business report and uses basic business terminology ▪ Sketches in general terms some aspects of market research ▪ Identifies leading edge technology ▪ Sketches in general terms about overcoming resistance to change	5-8
▪ Uses basic business terminology ▪ May make a limited statement about market research, leading edge technology or overcoming resistance to change	1-4

Focus Area	Not Evident	Developing	Proficient	Distinguished
Clarity				
Depth of knowledge				
Executive summary				
Use of headings				
Paragraphs				
Recommendations				
Conclusion				
Business terminology				
Meets requirements of directive term				
Stimulus integration				
Answers the question				

Section IV

Question 26

Evaluate how and why the processes of human resource management are important to achieving business success.

Criteria	Mark
▪ Presents a sustained, logical and cohesive response that communicates relevant business terminology and syllabus concepts with skill and understanding ▪ Makes a sound judgment based on criteria about BOTH how and why the processes of human resource management are important to achieving business success. ▪ Applies relevant case study/studies and contemporary business issues with skill and understanding	17-20
▪ Presents a logical and cohesive business report that uses relevant business terminology and syllabus concepts ▪ Provides detailed, relevant and accurate information about how and/or why the processes of human resource management are important to achieving business success ▪ Uses relevant case study/studies and contemporary business issues	13-16
▪ Communicates using business terminology and concepts ▪ Provides characteristics and features about the processes of human resource management and may make some link to business success ▪ May make some reference to case study/studies and contemporary business issues	9-12
▪ Communicates using some business terminology and concepts ▪ Sketches in general terms human resource management and/or business success ▪ May make limited reference to case study/studies and contemporary business issues	5-8
▪ Uses basic business terminology ▪ Makes a limited statement about human resource management and/or business success	1-4

Focus Area	Not Evident	Developing	Proficient	Distinguished
Clarity				
Depth of knowledge				
Executive summary				
Use of headings				
Paragraphs				
Recommendations				
Conclusion				
Business terminology				
Meets requirements of directive term				
Stimulus integration				
Answers the question				

Question 27

Evaluate the importance of finance management in responding to external influences.

Criteria	Mark
▪ Presents a sustained, logical and cohesive response that communicates relevant business terminology and syllabus concepts with skill and understanding ▪ Makes a sound judgment based on criteria about the importance of finance management in responding to external influences. ▪ Integrates relevant case study/studies and contemporary business issues with skill and understanding	17-20
▪ Presents a logical and cohesive business report that uses relevant business terminology and syllabus concepts ▪ Provides detailed, accurate and relevant information about the importance of finance management in responding to external influences. ▪ Uses relevant case study/studies and contemporary business issues	13-16
▪ Communicates using business terminology and concepts ▪ Provides characteristics and features of the importance of finance management in responding to influences. ▪ May make some reference to case study/studies and contemporary business issues	9-12
▪ Communicates using some business terminology and concepts ▪ Sketches in general terms some aspects about finance management and/or responding to influences ▪ May make limited reference to case study/studies and contemporary business issues	5-8
▪ Uses basic business terminology ▪ Makes a limited statement finance and/or external influences and/or case study or business issues	1-4

Focus Area	Not Evident	Developing	Proficient	Distinguished
Clarity				
Depth of knowledge				
Executive summary				
Use of headings				
Paragraphs				
Recommendations				
Conclusion				
Business terminology				
Meets requirements of directive term				
Stimulus integration				
Answers the question				