

## Assessment Schedule – 2013

### Business Studies: Apply business knowledge to an operational problem(s) in a given small business context (90839)

#### Evidence Statement

Q 1	Sample answers	Achievement	Merit	Excellence
(a)	Description: One benefit for <i>The American Pantry</i> of using an online booking system is that it is available 24 hours a day, seven days a week, and gives real-time responses, freeing up staff to do other jobs in the restaurant. Another possible benefit for <i>The American Pantry</i> is a larger customer base, as more Kiwis are using the Internet rather than the phone.	<ul style="list-style-type: none"> <li>• ONE benefit for <i>The American Pantry</i> of using an online booking system is described.</li> <li>• TWO possible reactions <i>The American Pantry's</i> customers might have to the failure of the online booking system, other than disappointment at the inconvenience of their booking not being received, are described.</li> </ul>	<ul style="list-style-type: none"> <li>• TWO possible reactions <i>The American Pantry's</i> customers might have to the failure of the online booking system, other than disappointment at the inconvenience of their booking not being received, are explained.</li> </ul>	(b) TWO possible reactions <i>The American Pantry's</i> customers might have to the failure of the online booking system, other than disappointment at the inconvenience of their booking not being received, are fully explained.
(b)	<p>A reaction from <i>The American Pantry's</i> customers to its failing online booking system is that they will choose to eat at other restaurants (Described), because they are using the booking system as a convenience, and it is taking more time and not working effectively (Explained). This is because there is no direct interaction or communication with staff, so potential customers are frustrated and will give up (Fully explained).</p> <p>Another reaction from the customer is the ability to write a bad review on <i>The American Pantry</i> at restaurant review websites (Described). This will further damage the reputation of <i>The American Pantry</i> (Explained), ultimately leading to reduced customer numbers, decreased revenue, and therefore decreased profit (Fully explained).</p>	<ul style="list-style-type: none"> <li>• ONE appropriate short-term solution is described.</li> <li>• TWO advantages of the short-term solution are described.</li> <li>• TWO long-term solutions <i>The American Pantry</i> should consider in order to avoid booking problems in the future are described.</li> <li>• States relevant information from the resource.</li> </ul> <p>(Answers will typically <b>state</b> relevant business knowledge and Māori business concepts.)</p>	<ul style="list-style-type: none"> <li>• TWO advantages of the short-term solution are explained.</li> <li>• TWO long-term solutions <i>The American Pantry</i> should consider in order to avoid booking problems in the future are explained.</li> <li>• Answers include relevant information from the resource to support explanations.</li> </ul> <p>(Answers will typically <b>include</b> relevant business knowledge and Māori business concepts.)</p>	<p>(c)</p> <ul style="list-style-type: none"> <li>• ONE appropriate short-term solution is described.</li> <li>• TWO advantages of the short-term solution are explained.</li> </ul> <p>AND</p> <ul style="list-style-type: none"> <li>• TWO long-term solutions <i>The American Pantry</i> should consider in order to avoid booking problems in the future are fully explained.</li> <li>• Answers integrate relevant information from the resource to fully support explanations.</li> </ul> <p>(Answers will typically <b>integrate</b> relevant business knowledge and Māori business concepts into explanations.)</p>

(c)	A short-term solution would be to put a note on the website, warning customers of the potential problem and that the business will email customers, in the short term, to confirm the booking (Described). One advantage of this is that customers will feel more confident in the booking process, and will not book with another restaurant instead, as they will know that their booking has been received and confirmed. Another advantage is that customers will not be disappointed at their booking being lost and then give negative feedback to family / friends, and / or online.  One long-term solution would be to create a position in the business dedicated to the website and booking system (Described). The person responsible for this position would have monitoring systems in place that would alert him / her of any issues arising with the booking system (Explained). Any issues would then be able to be dealt with as soon as they occur (Fully explained).  Another long-term solution is to outsource the maintenance and upkeep of the website to an IT solutions company (Described). The IT solutions company would be able to spot any issues as they arise, and deal with the problem without it impacting on the business (Explained). This would allow the business to work on the main activity of providing a restaurant service without having to spend valuable time trying to sort out technical problems (Fully explained).						
N1	N2	A3	A4	M5	M6	E7	E8
Very little Achievement evidence. No reference to resource.	Some Achievement evidence. Minimal reference to resource.	Most Achievement evidence. Limited reference to resource.	Nearly all Achievement evidence. Reference to resource.	Some Merit evidence. Limited resource included.	Most Merit evidence. Resource included.	(b) OR (c) fully explained. The other part is explained. Some resource integrated.	(b) AND (c) fully explained. One part may be weaker. Resource fully integrated.

N0 = No response; no relevant evidence.

Q 2	Sample answers	Achievement	Merit	Excellence
(a)	Definition: Negative publicity is when a business attracts bad publicity from an action performed or statement made. It is likely to harm the business' reputation and sales.	<ul style="list-style-type: none"> <li>• The term “negative publicity” is defined.</li> <li>• TWO actions <i>The American Pantry</i> might take to improve food quality and avoid food poisoning are described.</li> </ul>	<ul style="list-style-type: none"> <li>• TWO actions <i>The American Pantry</i> might take to improve food quality and avoid food poisoning are explained.</li> </ul>	(b) TWO actions <i>The American Pantry</i> might take to improve food quality and avoid food poisoning are fully explained.
(b)	<p>A possible action <i>The American Pantry</i> could take to improve food quality and avoid future issues of food poisoning is to investigate different food suppliers (Described). It should be able to find one or more suppliers it can use who consistently supply the good quality fresh produce it needs (Explained). This would minimise any chance of customers getting food poisoning again (Fully explained).</p> <p>Another possible action is to ensure food is prepared and stored appropriately (Described). This will require staff to be trained in proper food handling (Explained). By taking these actions, <i>The American Pantry</i> will have implemented every precaution to ensure its customers are not at risk (Fully explained).</p>	<ul style="list-style-type: none"> <li>• TWO appropriate solutions are described.</li> <li>• How the better solution would deal with the issue of negative publicity is described.</li> <li>• A short-term and a long-term consequence of the better solution are described.</li> <li>• States relevant information from the resource.</li> </ul> <p>(Answers will typically <b>state</b> relevant business knowledge and Māori business concepts.)</p>	<ul style="list-style-type: none"> <li>• How the better solution would deal with the issue of negative publicity is explained.</li> <li>• A short-term and a long-term consequence of the better solution are explained.</li> <li>• Answers include relevant information from the resource to support explanations.</li> </ul> <p>(Answers will typically <b>include</b> relevant business knowledge and Māori business concepts.)</p>	<p>(c)</p> <ul style="list-style-type: none"> <li>• TWO appropriate solutions are described.</li> <li>• How the better solution would deal with the issue of negative publicity is explained.</li> </ul> <p>AND</p> <ul style="list-style-type: none"> <li>• A short-term and long-term consequence of the better solution are fully explained.</li> <li>• Answers integrate relevant information from the resource to fully support explanations.</li> </ul> <p>(Answers will typically <b>integrate</b> relevant business knowledge and Māori business concepts into explanations.)</p>

(c)	<p>In order to solve the issue of the negative publicity, <i>The American Pantry</i> should contact the customers and apologise (Described). By apologising and offering some form of compensation, <i>The American Pantry</i> is admitting liability and holding itself accountable (Explained). The customer will appreciate this, and may be less likely to make bad comments about the business, which will hopefully minimise the loss of customers and not impact so greatly on the profit of the business (Fully explained).</p> <p>Another appropriate solution would be for <i>The American Pantry</i> to change its operations and create a fresh new marketing campaign (Described). It could use the campaign to explain that it has new suppliers, a refurbished kitchen, updated website, and in particular a new head chef (Explained). This would be seen as a fresh start, resulting in new sales for <i>The American Pantry</i> (Fully explained).</p> <p>The second solution is the better solution, as it is taking a positive move forward rather than revisiting negative issues (Described). It would hopefully draw back in existing customers, as well as tempting potential new customers; they could get quite excited about these changes, and want to see what the final outcomes are (Explained).</p> <p>A short-term consequence of the chosen solution is that it immediately takes the focus off recent negative events and allows <i>The American Pantry</i> to re-launch and start planning for the future. A longer-term consequence is that <i>The American Pantry</i> will be able to use the marketing campaign and positive changes to attract and maintain a solid customer base, and to build ongoing relationships with new suppliers, all leading to increased sales revenue and profits (Fully explained).</p>			
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<b>N1</b>	<b>N2</b>	<b>A3</b>	<b>A4</b>	<b>M5</b>	<b>M6</b>	<b>E7</b>	<b>E8</b>
Very little Achievement evidence. No reference to resource.	Some Achievement evidence. Minimal reference to resource.	Most Achievement evidence. Limited reference to resource.	Nearly all Achievement evidence. Reference to resource.	Some Merit evidence. Limited resource included.	Most Merit evidence. Resource included.	(b) <i>OR</i> (c) fully explained. The other part is explained. Some resource integrated.	(b) <i>AND</i> (c) fully explained. One part may be weaker. Resource fully integrated.

**N0** = No response; no relevant evidence.

Q 3	Sample answers	Achievement	Merit	Excellence
(a)	Definition: Workplace conflict is a disagreement between individuals or groups that takes place in the working environment, and is influenced by something occurring in the workplace.	<ul style="list-style-type: none"> <li>• The term “workplace conflict” is defined.</li> <li>• TWO examples of workplace bullying (other than the one mentioned in the stimulus - hours) are described.</li> </ul>	<ul style="list-style-type: none"> <li>• TWO consequences of workplace bullying are explained.</li> <li>• TWO advantages of the short-term solution are explained.</li> </ul>	(b) TWO consequences of workplace bullying are fully explained. One should relate to Resource D.
(b)	<p>An example of workplace bullying (other than the one mentioned in the stimulus material) could be a manager treating an employee badly (Described), by giving them unreasonable instructions or by deliberately not giving clear instructions (Explained). This can lead to the employee feeling insecure about their job position (Fully explained).</p> <p>Another example of workplace bullying is when an employee might be making personal comments about another employee (Described). This can lead to conflict and the employee on the receiving end being too upset to fulfil their duties effectively (Explained). Workplace bullying, if not dealt with, can lead to a negative workplace environment with low morale, inefficiencies, reduced production, and possibly personal grievances being lodged, leading to reduced sales and profits (Fully explained).</p> <p><i>Other examples:</i></p> <p>Threatening behaviour Ostracism, exclusion, or isolation Name-calling Derogatory comments about the person or their work effort Contemptuous behaviour Racism Sexual harassment Pressure applied to deny contract rights – refusal of holiday / denial of breaks / paying incorrectly / demotion etc, without reason – victimisation / bullying implied. A consequence on the worker can be stress / leave job.</p>	<ul style="list-style-type: none"> <li>• TWO consequences of workplace bullying are described.</li> <li>• ONE appropriate short-term solution to solve the workplace conflict issue is described.</li> <li>• TWO advantages of the short-term solution are described.</li> <li>• TWO long-term measures <i>The American Pantry</i> could implement to avoid similar workplace conflict issues in the future are described.</li> <li>• States relevant information from the resource.</li> </ul> <p>(Answers will typically <b>state</b> relevant business knowledge and Māori business concepts.)</p>	<ul style="list-style-type: none"> <li>• TWO long-term measures the business could implement to avoid similar workplace conflict issues in the future are explained.</li> <li>• Answers include relevant information from the resource to support explanations.</li> </ul> <p>(Answers will typically <b>include</b> relevant business knowledge and Māori business concepts.)</p>	<p>(c)</p> <ul style="list-style-type: none"> <li>• ONE appropriate short-term solution to solve the workplace conflict issue is described.</li> <li>• TWO advantages of the short-term solution are explained.</li> </ul> <p><b>AND</b></p> <ul style="list-style-type: none"> <li>• TWO long-term measures <i>The American Pantry</i> could implement to avoid similar workplace conflict issues in the future are fully explained.</li> <li>• Answers integrate relevant information from the resource to fully support explanations.</li> </ul> <p>(Answers will typically <b>integrate</b> relevant business knowledge and Māori business concepts into explanations.)</p>

(c)	<p>The issue can relate to hours, bullying or conflict.</p> <p>One appropriate short-term solution to solve the workplace conflict issue is for Joy to arrange a meeting between the worker and the manager, to work through the issue (Described). The advantage of this solution is that the manager will realise Joy is involved, and may back down. Another advantage is that it might also be a calm and safe way for the employee to say how he/she feels and the manager to explain his/her point of view (Explained).</p> <p>In future, <i>The American Pantry</i> could implement a fair roster system (Described) where staff are rotated on a regular basis (Explained). An ongoing training programme for managers should be implemented to ensure they are capable of dealing with staff in stressful situations (Explained), and the performance appraisal process could be used to monitor and deal with issues when they arise (Explained).</p> <p>Implementing all these measures will provide all staff, and in particular management, with the necessary tools to minimise any future workplace issues to do with the roster and other matters (Fully explained).</p> <p><i>Other suggestions:</i></p> <p>Staff surveys</p> <p>One-to-one regular meetings outside of the appraisal process</p> <p>Open door policy.</p>						
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Very little Achievement evidence. No reference to resource.	Some Achievement evidence. Minimal reference to resource.	Most Achievement evidence. Limited reference to resource.	Nearly all Achievement evidence. Reference to resource.	Some Merit evidence. Limited resource included.	Most Merit evidence. Resource included.	(b) OR (c) fully explained. The other part is explained. Some resource integrated.	(b) AND (c) fully explained. One part may be weaker. Resource fully integrated.

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**Judgement Statement**

	<b>Not Achieved</b>	<b>Achievement</b>	<b>Achievement with Merit</b>	<b>Achievement with Excellence</b>
<b>Score range</b>	0 – 6	7 – 12	13 – 18	19 – 24