Assessment Schedule – 2015

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

Assessment Criteria

Describing: States **what** the answer is to the question asked. Defines (states the meaning of), identifies (gives an account of the qualities or characteristics), outlines (states what the answer is).

Explaining: States **what** the answer is to the question asked, then expands by giving the reason(s) **why** the "what" occurs, or links ideas to provide a coherent rationale.

Fully explaining: Develops the explanation with further expansion of **how** the situation / action could impact on potential business or stakeholder goals, or a particular outcome. This will generally **relate** to effects, advantages, disadvantages.

Note: Each question should be read as a whole before awarding a grade.

Evidence

Q 1	Sample answers / Evidence	Achievement	Achievement with Merit	Achievement with Excellence
(a)	The term "recruitment" refers to a process that leads to the hiring of people for job positions (Defined). Recruitment procedures that should be used (to recruit the right person) may include: Conducting a job analysis to work out what activities need to be performed or when these activities needs to be carried out (Described), so the skill set required can be included in the job description (meaning only those applicants with the right skill set will bother to apply) (Explained). This will enable *The Real Event Company*'s (*TREC*'s*)* shortlisting to be quicker, as fewer applicants (but probably all with appropriate skills) will apply, saving the business (or *TREC*) time and money (through less labour hours spent shortlisting) (Fully explained). Interviewing (shortlisted candidates) where firm / interviewer asks candidate questions to see whether they have suitable skills or personality (Described). From the applicants' responses, the interviewer can see if they match the job's requirements / predict future performance (e.g. behavioural-based questions about previous	• The term "recruitment" is defined. • TWO procedures that should be followed are described. • ONE impact on *The Real Event Company* of not employing the right person is described. • TWO ways to improve the recruitment process at *The Real Event Company* are described. • States relevant information from the resource. (Answers will typically **state** business knowledge and / or Māori business concepts.)	• How EACH of TWO procedures contributes to recruiting the right person for the job is explained. • ONE impact on *The Real Event Company* of not employing the right person is explained. • TWO ways to improve the recruitment process at *The Real Event Company* are explained. • Answers include relevant information from the resource to support explanations. (Answers will typically **include** business knowledge and / or Māori business concepts.)	• How EACH of TWO procedures contributes to recruiting the right person for the job is fully explained. • TWO ways to improve the recruitment process at *The Real Event Company* are fully explained. • Answers integrate relevant information from the resource to fully support explanations. (Answers will typically **integrate** business knowledge and / or Māori business concepts into explanations.)

employment or experience) or will fit the business culture (e.g. questions related to company values) (Explained). Having the right skill set means the "right" employee will know what to do, so they make fewer mistakes / will be more productive, so earning the business (or *TREC*) greater profits (Fully explained).

(b) ONE impact on *TREC* of employing the wrong person, Chloe, is "*workplace conflict" and "negative effects*" on *TREC* (Described), as Chloe doesn't "*really fit the team*" (Explained). This has created a lot of conflict with Eve, making the office environment tense.

Improvements to Kate's recruitment process may include:

For someone else (with workplace experience), to join Kate in the interview process (Described). The other staff member and Kate could discuss their thoughts and together decide who is the best fit (which overcomes Kate's bias for hiring "people she likes") (Explained). Having a worker who fits *TREC's* working environment will improve workplace morale and with it customer service leading to more return orders increasing *TREC's* sales revenue (Fully explained).

Simon could insist that Kate talks to referees/past employers/managers before appointment (Described). If there have been any issues in previous (related to skill or business fit) with the applicant, this may be discovered from these checks (Explained). This would "weed out" inappropriate candidates and so workplace conflict can be avoided meaning Eve one of the longest-serving administrators will stay maintaining high productivity as she is a very good employee (Fully explained).

N1	N2	A3	A4	M5	M6	E7	E8
Very little Achievement evidence.	Some Achievement evidence.	Most Achievement evidence.	Nearly all Achievement evidence.	Some Merit evidence.	Most Merit evidence.	Some Excellence evidence.	Most Excellence evidence

N0 = No response; no relevant evidence.

Q 2	Sample answers / Evidence	Achievement	Achievement with Merit	Achievement with Excellence
(a)	It is possible that it was because Kate wasn't the person who employed Eve (Described), and since she likes to hire staff she can manage she "has never wanted Eve in her team" (Explained). Reasons Chloe may not get on with Eve may include: Chloe might feel threatened by Eve *OR* is jealous of Eve (Described) because "Eve is one of the longest-serving administrators" *OR* "is hard-working" *OR* "everyone else in the organisation likes her" (Explained). Chloe may think she is better than Eve (Described), because Chloe has been appointed "team leader of the administrators", so has "responsibility for other administrators", including Eve (Explained).	• What caused the initial conflict between Kate and Eve is described. • TWO reasons why Chloe may not get along with Eve are described. • TWO solutions for resolving the conflict are identified. • States relevant information from the resource. (Answers will typically **state** business knowledge and / or Māori business concepts.)	• What caused the initial conflict between Kate and Eve is explained. • TWO reasons why Chloe may not get along with Eve are explained. • TWO solutions for resolving the conflict are explained. • Answers include relevant information from the resource to support explanations. (Answers will typically **include** business knowledge and / or Māori business concepts.)	• TWO solutions for resolving the conflict are explained. • How the better solution will resolve the conflict is fully explained. • Answers integrate relevant information from the resource to fully support explanations. (Answers will typically **integrate** business knowledge and / or Māori business concepts into explanations.)
(b)	Solutions to the workplace conflict at *TREC* may include: Simon could organise a meeting with Eve and Kate / Chloe to discuss their differences (Described). This will allow Kate / Chloe to hear how Eve feels and understand how their actions have affected her, so they stop bullying Eve (Explained). *TREC* could organise a team-building exercise involving Eve, Chloe, and Kate (Described). Simon could arrange it so Chloe / Kate and Eve are on the same team and will have to work together; doing this, they will see how hard a worker she is, which should overcome Chloe's problem of "not knowing all facts" about Eve, and then she may stop bullying her (Explained). The better solution would be for Simon to intervene and have Kate / Chloe and Eve meet to work through their issues. If the bullying stops, Eve will stay at *TREC*, and so they avoid the possibility of having to pay a large redundancy to Eve if she leaves "due to bullying" *OR* they maintain the high output / quality of work, as Eve "has the most knowledge of all admin staff " (Fully explained).			

N1	N2	A3	A4	M5	M6	E7	E8
Very little Achievement evidence.	Some Achievement evidence.	Most Achievement evidence.	Nearly all Achievement evidence.	Most Merit evidence.	Nearly all Merit evidence.	Excellence evidence. One part may be weaker.	All points covered.

N0 = No response; no relevant evidence.:

Q 3	Sample answers / Evidence	Achievement	Achievement with Merit	Achievement with Excellence
(a)	The competition could take (potential) customers away from his business *OR* reduce (potential) sales (Described), because the firms in competition may offer better deals / prices *OR* better quality (Explained). Benefits of competition to customers may include: More competition will force small event businesses to lower prices / offer better deals (Described), as firms try to maintain market share by offering better deals to attract customers from competing firms (Explained). Customers get better value for their money. More competition will cause firms to offer better quality service / greater range of options (Described), as firms try to gain a unique selling point so more customers choose them over the competition (Explained).	• How the competition could negatively affect Simon's business is described. • TWO benefits to the customer of having competition in the small events market are described. • TWO appropriate solutions are described. • States relevant information from the resource. (Answers will typically **state** business knowledge and Māori business concepts.)	• How the competition could negatively affect Simon's business is explained. • TWO benefits to the customer of having competition in the small events market are explained. • TWO appropriate solutions are explained. • Answers include relevant information from the resource to support explanations. (Answers will typically **include** business knowledge and / or Māori business concepts.)	• TWO appropriate solutions are explained. • How the better solution would deal with the issue of competition in the small events market is fully explained. • Answers integrate relevant information from the resource to fully support explanations. (Answers will typically **integrate** business knowledge and / or Māori business concepts into explanations.)
(b)	Solutions to being a new entrant in the small events market may include: *TREC* could carry out market research to find out exactly what small events service (or any of the other "four Ps" – price, product, promotion, place) the customers want (Described). This would attract customers, as *TREC's* service will be aligned to what customers actually want, so they are likely to choose them over the competition (Explained). *TREC* could sell their small event services at lower prices than the competition (Described). Charging a lower price would attract more customers, as more of them will be able to afford *TREC's* small events services (Explained). The better solution is carrying out market research to find out exactly what small events service(s) the customers want. As a new entry firm, finding what consumers want means *TREC* will deliver a service that meets customers real needs, and as a result, appreciative customers will be much more likely to use *TREC's* services again, and / or			

recommend *TREC* to friends. Both will grow the customer base, which is a key problem for new entry firms (Fully explained). Note: Candidates could also identify that lowering prices may not be effective, as other firms could also lower prices (price war / price-matching), leaving *TREC* with little or no advantage.	

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N0 = No response; no relevant evidence.

Cut Scores

Not Achieved	Achievement	Achievement with Merit	Achievement with Excellence
0 – 8	9 – 13	14 – 18	19 – 24