

Assessment Schedule – 2022**Business Studies: Apply business knowledge to an operational problem(s) in a given small business context (90839)****Assessment Criteria**

Achievement	Achievement with Merit	Achievement with Excellence
<i>Describing</i> states what the answer is to the question asked. It defines (states the meaning of), identifies (gives an account of the qualities or characteristics), and outlines (states what the answer is).	<i>Explaining</i> 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.	<i>Fully explaining</i> 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, and / or consequences.

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

Question One: Recruitment issues**Evidence**

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> Defines recruitment. Describes two recruitment procedures. Describes a consequence for <i>KTW</i> of the inefficient operation of its website and apps. Identifies an immediate course of action <i>KTW</i> could take to rectify the human resource issue. Describes an advantage of this solution to Alice. Describes a long-term benefit for <i>KTW</i> of solving the human resource issue. <p>(Answers will typically state relevant information from the resources.)</p>	<p>Explains:</p> <ul style="list-style-type: none"> two recruitment procedures a consequence for <i>KTW</i> of the inefficient operation of its website and apps an advantage of the solution to Alice a long-term benefit for <i>KTW</i> of solving the human resource issue. <p>(Answers will typically include relevant information from the resources.)</p>	<p>Fully explains:</p> <ul style="list-style-type: none"> a consequence for <i>KTW</i> of the inefficient operation of its website and apps an advantage of the solution to Alice a long-term benefit for <i>KTW</i> of solving the human resource issue. <p>(Answers will typically integrate relevant information from the resources.)</p>

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.	Excellence evidence. One part may be weaker. (a) OR (b) fully explained. The other part is explained.	All points covered. (a) AND (b) fully explained. One part may be weaker.
N0 = No response; no relevant evidence.							

Q1	Sample Evidence
(a)	<p><i>Use of proper procedures when recruiting new staff</i></p> <p>The term 'recruitment' refers to a process that leads to the hiring of people for jobs (Defined).</p> <p>A recruitment procedure that a business should follow would be to interview candidates (Described). This procedure contributes to recruiting the right person, as the manager or owner of the business would be speaking to potential employees before they offered them a position, rather than just taking the word of the gym member (Described). This is because Kiara and Keanu would have been able to ask Alice and other applicants for the position about the skills they have, and how they have used them in their previous jobs (Explained). Had this process been followed, <i>KTW</i> would only have selected Alice if she had shown that she had the right skills for the business. Consequently, the problems experienced with the online classes would have been much less likely, and the gym would have been able to deliver its classes efficiently, giving the business satisfied customers and greater profits (Fully explained).</p> <p>A recruitment procedure that a business should follow would be to check candidates' references (Described). This procedure helps to provide confirmation that the candidates' work and skills have been successful in other places of employment (Described). This would give Kiara and Keanu some assurance that the person they select would be able to carry out the job as expected (Explained). This means that <i>KTW's</i> selected candidate would have the right skills for the business, and so there would be fewer mistakes and the gym could deliver its classes efficiently, giving the business satisfied customers and greater profits (Fully explained).</p>
(b)	<p><i>Inefficient operation of the website and apps</i></p> <p>Kiara and Keanu will need to spend additional time responding to customer complaints (Described). This is time they could have spent developing other aspects of the business, which will now need to be delayed (Explained). This will have negative consequences for the long-term growth of the business (Fully explained).</p> <p>Kiara and Keanu should arrange training for Alice, to enable her to be able to operate the website and app competently (Described). Alice requires training in operating the business's website and app, so that gym members can successfully access the fitness classes online; therefore, it is essential for Alice to be able to set it up and operate it correctly (Described). Without appropriate training, errors will continue to be made, and customers will look elsewhere for their fitness classes. Training will enable the app to work properly for the members, and then <i>KTW</i> will receive fewer complaints (Explained).</p> <p>Kiara and Keanu should offer, as soon as possible, complimentary classes to all customers who have been inconvenienced (Described).</p> <p>An online platform allows more memberships to be offered, and to a wider target market (Described). The level of profit on each membership is also greater when it is used online, as those people are not using the gym facilities (or not so often). In the long term, online classes will assist in generating increased revenue for the business (Explained). This can be used to improve and expand the business, through diversification – for example, offering fitness equipment which will allow <i>KTW</i> to be sustainable in the long term and provide for their tamariki (Fully explained).</p> <p><i>KTW</i> would be more likely to receive positive reviews and feedback (Described). This would encourage potential customers to purchase gym memberships, thereby increasing sales (Explained). The increased revenue could be used to further promote the business, make improvements where needed, or diversify</p>

	<p>out into gym equipment or other health products. Due to the importance of a positive presence online for all businesses, positive (and constructive) reviews are important for sales and profitability (Fully explained).</p> <p><i>KTW</i> would be able to provide fitness classes for customers throughout New Zealand and worldwide, not just for those living in or near Whakatāne (Described). This would vastly increase the size of the fitness market that <i>KTW</i> could reach, and hence the number of potential new customers (Explained). <i>KTW</i> would now be able to market its products much more widely. This potential increase in sales, across New Zealand and internationally, would increase revenue and profit, and enhance sustainability for <i>KTW</i> (Fully explained).</p>
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Question Two: Workplace accident

Evidence

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> Describes one cause of the workplace accident. Describes one negative consequence of the accident for the business. Describes one appropriate short-term solution. Describes one advantage of this solution. Describes one long-term measure that <i>KTW</i> could implement to reduce the risk of a similar gym accident in the future. <p>(Answers will typically state relevant information from the resources.)</p>	<p>Explains:</p> <ul style="list-style-type: none"> one negative consequence of the accident for the business one advantage of the solution one long-term measure that <i>KTW</i> could implement to reduce the risk of a similar gym accident in the future. <p>(Answers will typically include relevant information from the resources.)</p>	<p>Fully explains:</p> <ul style="list-style-type: none"> one negative consequence of the accident for the business one advantage of the solution one long-term measure that <i>KTW</i> could implement to reduce the risk of a similar gym accident in the future. <p>(Answers will typically integrate relevant information from the resources.)</p>

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N0 = No response; no relevant evidence.							

Q2	Sample Evidence
(a)(i)	<p><i>Cause of the workplace accident</i></p> <p>One cause of the workplace accident was that the fitness equipment was not being maintained (Described). This is because Keanu was focusing on growing the business into the online environment. This resulted in wear and tear on the resistance band going unnoticed and eventually it broke while being used.</p>
(ii)	<p><i>Negative consequences of the workplace accident</i></p> <p>One negative consequence of the gym accident is that the gym would have increased costs (Described). This is because the gym member needed to be seen by a doctor, and the gym would be responsible for paying the cost of this (Explained). This would lead to less profit for the gym, as the money could not be spent elsewhere (Fully explained).</p> <p>Another negative consequence of the workplace accident is that the business could be inspected and fined if word began to spread that a safe work-out environment was not being provided for gym members at <i>KTW</i> (Described), because this is an offence under health and safety laws (Explained). This means that <i>KTW</i>'s expenses would increase, and its profit could decrease, which may affect the ability of the business to continue operating in the future (Fully explained).</p> <p>A third negative consequence of the gym accident is that the gym may have difficulty recruiting new members (Described). This is because the gym might be perceived as an unsafe place to work out (Explained), and therefore potential new members may choose to work out at competing gyms. This could cause a fall in membership sales (Fully explained), meaning that profit would fall.</p>
(b)	<p><i>A possible solution to help prevent workplace accidents in the future</i></p> <p>One appropriate short-term solution for <i>KTW</i> would be to develop a regular maintenance plan for the gym equipment (Described).</p> <p>One advantage of this solution is that the plan could be initiated immediately (Described). This is because there are many templates of maintenance plans, so they are generally easy to develop and implement (Explained).</p> <p>Another advantage of this solution is that it would encourage all staff to be part of it (Described), as they would be involved in the implementation of the plan (Explained).</p> <p>One long-term measure would be to employ a maintenance person or contract a maintenance company to regularly check the gym equipment (Described). This would ensure that the maintenance jobs got done, and would free Keanu up to focus on the growth of the business into the online market (Explained). This means the working environment would be safer for both staff and gym members, reducing the likelihood of a similar accident happening in the future (Fully explained). This would also mean that Keanu would have shown that he has taken every practicable step to provide a safe work-out environment, and <i>KTW</i> should not have the risk of being fined in the future (Fully explained).</p>

Question Three: Marketplace changes**Evidence**

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> Identifies an example of tikanga. Describes how this example of tikanga would be beneficial. Describes TWO appropriate actions. Describes how one action would maintain customer loyalty. Describes one long-term consequence of the action. <p>(Answers will typically state relevant information from the resources.)</p>	<p>Explains:</p> <ul style="list-style-type: none"> how this example of tikanga would be beneficial how one action would maintain customer loyalty one long-term consequence of the action. <p>(Answers will typically include relevant information from the resources.)</p>	<p>Fully explains:</p> <ul style="list-style-type: none"> how this example of tikanga would be beneficial how one action would maintain customer loyalty one long-term consequence of the action. <p>(Answers will typically integrate relevant information from the resources.)</p>

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N0 = No response; no relevant evidence.							

Q3	Sample Evidence
(a)	<p><i>Impact of tikanga on KTW entering the online environment</i></p> <p>One example of tikanga for <i>KTW</i> is training as a collective – whānau training together (Identified).</p> <p>Training together is an advantage, as members can motivate each other to achieve greater outcomes (Described). This is because together, the members could all come to the gym and work out (Explained). This means greater membership numbers for <i>KTW</i> and increased sales, leading to more profit (Fully explained).</p>
(b)	<p><i>Customer loyalty</i></p> <p>Appropriate actions that <i>KTW</i> could take to maintain customer loyalty include: offering discounts for whānau memberships; introducing a rewards programme for customers who attend regularly; encouraging referrals; creating a points system; partnering with another brand (e.g. exercise clothing); setting up a subscription service; asking for feedback; having a social media presence.</p> <p>Offering discounts for whānau memberships could maintain customer loyalty, as this would encourage whānau to continue with their memberships or take out new memberships (Described). This is because a discount rewards the customer for choosing the business (Explained). This would encourage the customer to stay with the business, and may also encourage the customer to purchase product from the business (Fully explained).</p> <p>One long-term consequence is that this costs the business, as the business will not receive the full price for the membership. This means that the business will have to sell more memberships, and may not have the space to accommodate all the new members (Fully explained).</p>

Cut Scores

Not Achieved	Achievement	Achievement with Merit	Achievement with Excellence
0 – 7	8 – 13	14 – 18	19 – 24