

Assessment Schedule – 2015

Business Studies: Demonstrate an understanding of internal features of a small business (90837)

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, and / or consequences.

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)	<p>Effective relationships in an organisation is a situation where both the employer and the employee have trust, mutual respect, are honest, and are able to have open communication with each other (Described).</p> <p>Reasons why it is important to have effective relationships, and their impact(s) on the business, may include:</p> <ul style="list-style-type: none"> • There would be positive interactions between employers and employees (Described). Shane and his employees would be able to have honest discussions regarding the working environment, with no fear of these discussions leading to conflict (Explained). This means that if Ngahuia has an idea regarding workplace safety, she can be confident that her opinion will be listened to and respected. Therefore, this would have a positive impact on the business, as potential hazards would be identified earlier and the risk of injury or death would be reduced or eliminated. This would add to the business's reputation for having a safe working environment (Fully explained). • The work environment would be more enjoyable 	<ul style="list-style-type: none"> • Describes effective employee / employer relationships. • Describes TWO impacts that effective relationships will have on <i>Hikoi Whenua</i>. • Describes TWO features of Shane being a good employer. • Describes how EACH feature may affect employee attitudes towards the business. <p>(Answers will typically state relevant examples, business knowledge, and / or Māori business concepts.)</p>	<ul style="list-style-type: none"> • Explains TWO impacts that effective relationships will have on <i>Hikoi Whenua</i>. • Explains TWO features of Shane being a good employer. • Explains how EACH feature may affect employee attitudes towards the business. <p>(Answers will typically include relevant examples, business knowledge, and / or Māori business concepts.)</p>	<ul style="list-style-type: none"> • Fully explains TWO impacts that effective relationships will have on <i>Hikoi Whenua</i>. • Describes TWO features of Shane being a good employer. • Fully explains how EACH feature may affect employee attitudes towards the business. <p>(Answers will typically integrate relevant examples, business knowledge, and / or Māori business concepts into explanations.)</p>

	<p>(Described). This is important because it would lead to a positive working environment where creativity and innovation are nurtured (Explained). For example, if Ngahuia or Tipene had an idea regarding new tramping routes or overnight stays, they would feel motivated in researching and developing their ideas. Therefore this would have a positive impact on the business, as it could lead to the development of a unique selling point, and thus an opportunity to gain higher returns (Fully explained).</p> <ul style="list-style-type: none"> • The likelihood of work disruptions would be minimised (Described). This is important because workplace disruptions due to employer / employee conflict can have a negative effect on the business (Explained). This means that the tramping services of the business may be disrupted, due to either Tipene or Ngahuia not turning up for work or arriving for work late, until the conflict has been resolved. Therefore this would have a negative impact on <i>Hikoi Whenua</i>, as it could lead to customers going to competitors, due to uncertainty around whether the business is open or closed (Fully explained). • Recruitment and selection costs are kept to a minimum (Described). This is because Ngahuia and Tipene are fulfilled within their working environment. This fulfilment makes it more likely that they will be loyal to <i>Hikoi Whenua</i> and will not seek employment elsewhere (Explained). This will reduce or eliminate staff recruitment and training costs, which in turn will have a positive impact on profits (Fully explained). 			
(b)	<p>Examples may include:</p> <ul style="list-style-type: none"> • Shane pays employees fairly and on time (Described). This shows that Shane is an honest employer, and the employees know they can count on being paid fairly and promptly (Explained). Therefore, the employees are likely to feel more secure in their jobs and positive towards the business. This could lead to higher 			

	<p>productivity (Fully explained).</p> <ul style="list-style-type: none"> • Shane provides equipment and training, and a safe working environment (Described). Shane provides for the health and safety of his employees by ensuring that the workplace is safe and that staff are trained correctly, thus reducing the risk of his employees getting injured while at work (Explained). This means that the employees will have more confidence in each other and the business procedures in times of crisis, e.g. a tramping accident. Ngahuia and Tipene will be more confident/secure in their positions, and are more likely to be loyal employees (Fully explained). • Shane provides each employee with an employment contract that outlines the responsibilities of the job, rate per hour, leave entitlements, and hours of work (Described). This means that there would be no confusion regarding the conditions of their employment, because they have a document that outlines their legal rights and responsibilities (Explained). Therefore, employees would have a level of certainty within their positions at <i>Hikoi Whenua</i> which would lead to increased staff confidence, high staff morale, and strong motivation (Fully explained). • Shane is respectful to each employee, and in return they are respectful with him (Described). This means that staff feel more valued and secure in their job (Explained). This could lead to higher productivity (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.	Excellence evidence. One part may be weaker.	All points covered.

N0 = No response; no relevant evidence.

Q 2	Sample answers / Evidence	Achievement	Achievement with Merit	Achievement with Excellence
(a)	<p>Characteristics of an entrepreneur include determination, vision, passion, initiative, resilience, a willingness to take calculated risks, creativity, leadership, and a decision-making aptitude (Identified).</p> <p>These must be qualities that occur naturally.</p> <ul style="list-style-type: none"> • Determination is an important characteristic of an entrepreneur because this means that you stick with something no matter how difficult, because the benefits are worth waiting for (Explained). An entrepreneur is likely to encounter set-backs when running a business, and needs determination to continue. Therefore, the business has a higher possibility of staying in operation past the first few difficult years (Fully explained). • Vision is an important characteristic of an entrepreneur because you are able to see opportunities and solutions where other people may not (Explained). This will enable the business to stay one step ahead of its competitors. Therefore, the business is able to take advantage of shifts in the market earlier than its competitors (Fully explained). • Passion is an important characteristic of an entrepreneur because you would have the drive to follow your dreams and beliefs, and work hard to achieve these (Explained). Passion will enable the entrepreneur to persevere in difficult times, helping the business to survive (Fully explained). • Having initiative is an important characteristic of an entrepreneur because you will get a project started before others (Explained). This will enable the business to stay ahead of its competitors, thus helping the business to take advantage of this new demand for products / services (Fully explained). 	<ul style="list-style-type: none"> • Identifies TWO characteristics of an entrepreneur. • Describes why EACH characteristic is important. • Identifies TWO entrepreneurial skills that Shane demonstrates. • Describes how EACH skill contributes to business success. <p>(Answers will typically state relevant examples, business knowledge, and / or Māori business concepts.)</p>	<ul style="list-style-type: none"> • Explains why EACH characteristic is important. • Explains TWO entrepreneurial skills that Shane demonstrates. • Explains how EACH skill contributes to business success. <p>(Answers will typically include relevant examples, business knowledge, and / or Māori business concepts.)</p>	<ul style="list-style-type: none"> • Fully explains why EACH characteristic is important. • Identifies TWO entrepreneurial skills that Shane demonstrates. • Fully explains how EACH skill contributes to business success. <p>(Answers will typically integrate relevant examples, business knowledge, and / or Māori business concepts into explanations.)</p>

(b)	<p>The role of the entrepreneur (Shane) is to see opportunities and then to take the risk to exploit those opportunities.</p> <p>These are skills that Shane has learnt or has trained for:</p> <ul style="list-style-type: none"> • One skill that Shane displays is the ability to plan. This is so he can meet the goals of the business (Explained). This will enable <i>Hikoī Whenua</i> to be sustainable, because if the goal of the business is, for example, survival, then having planning skills will enable the business to adapt, and to meet future needs and exploit future opportunities (Fully explained). • One skill that Shane displays is marketing. Good marketing skills means that the “tramps” are likely to be sold (Explained). This will enable <i>Hikoī Whenua</i> to be sustainable, because sales would be maximised. Therefore profits will be sustainable, and the business will continue operating into the future (Fully explained). • One skill that Shane displays is management. This means that he has gathered the right resources to operate the business, and that these resources are being used efficiently and effectively (Explained). This will enable <i>Hikoī Whenua</i> to be sustainable and there will be little waste, thus reducing costs. This will contribute to increased business profits and sustained operation into the future (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.	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)	<p>Rangatiratanga is the authority or ownership right over the land which is given by the iwi to Shane. (This comes with the responsibility of guardianship.)</p> <p>Examples of the principle of rangatiratanga in the context of <i>Hikoi Whenua</i> and Shane may include:</p> <ul style="list-style-type: none"> Shane's business, <i>Hikoi Whenua</i>, will be able to utilise / control / operate the land without disturbance / charges / restrictions from the iwi, as the iwi believes that the land will be managed / cared for / promoted by Shane. This means that the land will be looked after and protected (Explained). Shane's business, <i>Hikoi Whenua</i>, will be able to utilise / control / operate the land without disturbance / charges / restrictions from the iwi, as the iwi will not need to have any concerns about their land being vandalised or spoiled, and will not need to employ anyone to perform this task. The iwi will be confident that the land will be looked after and protected (Explained). <p>TWO reasons why rangatiratanga may contribute to the success of <i>Hikoi Whenua</i> could include:</p> <ul style="list-style-type: none"> Having rangatiratanga / the authority over the land has enabled <i>Hikoi Whenua</i> to become successful because the business has access to a location that no other business does (Explained). This could lead to higher than normal sales and profits, and to higher revenue streams than competitors (Fully explained). Having rangatiratanga / the authority over the land means that <i>Hikoi Whenua</i> will have a unique selling point (USP) that other trekking businesses will not have (Explained). Through having this USP, <i>Hikoi Whenua</i> is able to offer a product / service that appears different from that of their competitors, which will have a positive impact on sales and profit (Fully explained). Having rangatiratanga / the authority over the land may 	<ul style="list-style-type: none"> Describes the principle of rangatiratanga in the context of <i>Hikoi Whenua</i> and Shane. Identifies TWO reasons why Shane's rangatiratanga status may help to make <i>Hikoi Whenua</i> a successful business. Identifies a measure of success. Identifies TWO factors that may contribute to the success of the business. Identifies how EACH factor may contribute to the success of the business. <p>(Answers will typically state relevant examples, business knowledge, and / or Māori business concepts.)</p>	<ul style="list-style-type: none"> Explains the principle of rangatiratanga in the context of <i>Hikoi Whenua</i> and Shane. Explains TWO reasons why Shane's rangatiratanga status may help to make <i>Hikoi Whenua</i> a successful business. Explains how EACH of the TWO factors may contribute to the success of the business. <p>(Answers will typically include relevant examples, business knowledge, and / or Māori business concepts.)</p>	<ul style="list-style-type: none"> Fully explains TWO reasons why Shane's rangatiratanga status may help to make <i>Hikoi Whenua</i> a successful business. Identifies TWO factors that may contribute to the success of the business. Fully explains how EACH of the TWO factors may contribute to the success of the business. <p>(Answers will typically integrate relevant examples, business knowledge, and / or Māori business concepts into explanations.)</p>

	<p>help <i>Hikoi Whenua</i> to become successful because the business has not had any restrictions placed on it regarding usage, and will enjoy either exclusive land access and use, or use on preferential terms (Explained). This will help to reduce costs and maximise sales, resulting in higher profits than competitors could achieve (Fully explained).</p>			
(b)	<p><i>Success measurement: Profitability</i></p> <ul style="list-style-type: none"> • One contributing factor is that the business provides excellent customer service, including helpful customer advice and after sales service (Described). This will result in satisfied customers, who will bring in new customers through word of mouth, resulting in increased sales (Explained). Over a period of time, this increase in sales will lead to an increase in profits (Fully explained). • Another contributing factor is that the business has formed excellent relationships with its suppliers (Identified). This means that the business is given discounts for prompt payment and for ordering in bulk, which leads to a decrease in expenses (Explained). Reduced expenses will lead to increased profits (Fully explained). <p><i>Success measurement: Growth</i></p> <ul style="list-style-type: none"> • One contributing factor is that the owner of the business has strong marketing skills (Identified), and the business is able to take advantage of changes in demand, and is therefore able to adapt its products to customers' needs (Explained). This will result in an increase in customers, and therefore market share, if competitors do not respond as swiftly (Fully explained). • Another contributing factor is the introduction of customer service training for all staff (Identified). This enables staff to give helpful customer advice and after sales service to the customers, resulting in satisfied customers, who will then bring in new customers 			

	through word of mouth, resulting in increased sales (Explained). Over a period of time, profit will increase and the business will be able to expand (Fully explained). • Other success measures: sustainability, survival.			
--	--	--	--	--

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.	All points covered.

N0 = No response; no relevant evidence.

Cut Scores

Not Achieved	Achievement	Achievement with Merit	Achievement with Excellence
0 – 6	7 – 12	13 – 18	19 – 24