

Assessment Schedule – 2017

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, and/or consequences.

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

Evidence

Q 1	Sample answers/Evidence
(a)	<p>One cause of the workplace accident was that the machines broke due to being overworked (Described). This is because there was an increase in demand due to the new online website and maintenance not being increased to take account of extra work (Explained). This resulted in wear and tear and a piece of the machine breaking off, injuring the carver (Fully explained).</p> <p>OR</p> <p>One cause of the workplace accident was that carvers were getting tired from working longer hours (Described). This is because production increased to meet the increase in demand due to the new website (Explained). This led to the carvers making mistakes and not paying attention when the piece broke off the grinder, injuring them (Fully explained).</p>
(b)	<p>One negative consequence of the workplace accident is that the workplace will now be one staff member short (Described). This is because while the staff member's arm is healing they will be absent from the workplace (Explained). This will lead to an increased workload for the remaining staff members as they will still have to achieve the increase in production (Fully explained).</p> <p>OR</p> <p>One negative consequence of the workplace accident is that the business can be fined if Warren has not taken all practicable steps to provide a safe working environment (Described), because this is an offence under health and safety laws (Explained). This means that <i>Tangiwa's</i> expenses will increase and its profit will decrease, which will affect the ability of the business to operate into the future (Fully explained).</p> <p>OR</p> <p>One negative consequence of the workplace accident is that the business may have difficulty recruiting new staff (Described). This is because the business will be perceived as an unsafe place to work (Explained), and therefore potential staff will prefer to work for competitors. This difficulty will cause <i>Tangiwa's</i> recruitment expenses to rise, and also the business may not be able to fulfil orders (Fully explained), meaning that sales and profit would fall.</p>

(c)	<p>One appropriate short-term solution for <i>Tangiwai</i> would be to develop a maintenance plan for the machines, and to implement the plan once completed (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>OR</p> <p>One advantage of this solution is that it would encourage all staff to be part of the solution (Described), as they would be involved in the implementation of the plan (Explained).</p> <p>One long-term measure would be to purchase new machinery (Described). This would be less likely to break down under increased workloads, as it will have up to date technology and require less maintenance (Explained). This means the working environment will be safer for staff and <i>Tangiwai</i> will easily be able to increase its productivity to meet an increase in demand, reducing the likelihood of a similar accident happening in the future (Fully explained).</p> <p>Another long-term measure would be to employ an external contractor to check the machinery on a regular basis (Described). The external contractor would be able to provide Warren with expert advice, and Warren would be assured that the machines are getting checked (Explained). This means that Warren would have shown that he has taken every practicable step to provide a safe working environment, and should not have the risk of being fined in the future (Fully explained).</p>
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Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> Identifies ONE cause of the workplace accident. Describes ONE negative consequence of the workplace accident for the business. Describes ONE short-term solution. Describes ONE advantage of this solution. Describes TWO long-term measures that <i>Tangiwai</i> could implement to reduce the risk of similar workplace accidents in the future. <p>AND</p> <p>States relevant information from the resource.</p> <p>(Answers will typically state relevant business knowledge, and/or Māori business concepts.)</p>	<p>Explains:</p> <ul style="list-style-type: none"> ONE cause of the workplace accident ONE negative consequence of the workplace accident for the business ONE advantage of the short-term solution TWO long-term measures that <i>Tangiwai</i> could implement to reduce the risk of similar workplace accidents in the future. <p>AND</p> <p>Includes relevant information from the resource to support explanations.</p> <p>(Answers will typically include relevant business knowledge, and/or Māori business concepts.)</p>	<p>Fully explains:</p> <ul style="list-style-type: none"> ONE cause of the workplace accident ONE negative consequence of the workplace accident for the business TWO long-term measures that <i>Tangiwai</i> could implement to reduce the risk of similar workplace accidents in the future. <p>AND</p> <p>Integrates relevant information from the resource to fully support explanations.</p> <p>(Answers will typically integrate relevant business knowledge, and/or Māori business concepts into explanations.)</p>

N1	N2	A3	A4	M5	M6	E7	E8
Very little Achievement evidence.	Some Achievement evidence, partial explanations.	Most Achievement evidence.	Nearly all Achievement evidence.	Some Merit evidence.	Most Merit evidence.	Excellence evidence. One part may be weaker. Any TWO parts fully explained. The other part is explained.	All points covered. All parts fully explained. One part may be weaker.
NØ = No response; no relevant evidence.							

Q 2	Sample answers/Evidence
(a)	<p>One reaction that customers may have to being over-charged is that they will no longer purchase goods from <i>Tangiwai</i> (Described). This is because <i>Tangiwai</i> may be seen as a business that cannot be trusted (Explained). This means that online sales for the business will decrease and <i>Tangiwai</i> might not be able to pay expenses as they fall due (Fully explained).</p> <p>Another reaction that customers may have is that they will tell friends/family on social media not to purchase goods from the business (Described). This is because social media is an effective way of spreading negative information (Explained). This means that online and shop sales for the business may decrease (Fully explained), and therefore the business might have to close down.</p>
(b)	<p>One short-term solution to the over-charging would be the immediate issue of a refund to customers, with an apology and explanation (Identified).</p> <p>One advantage of issuing a refund is that customers would know the business is genuinely sorry about the incident, and is taking responsibility for the error (Described) by admitting to the problem without being prompted, and with no excuses (Explained).</p> <p>Another short-term solution, after giving the refund, could be to offer a discount on the next purchase to customers who were affected by the issue (Identified).</p> <p>One advantage of offering a discount on their next purchase is that customers would be encouraged to make another order (Described). This is because the business has acknowledged the mistake and is now giving those customers an incentive to remain with the business, rather than going to a competitor (Explained).</p> <p>One long-term solution to prevent this problem occurring again in the future would be to get a website developer to shut down the web page whenever an outage occurs, and to put up a message saying that the website is currently under maintenance (Described). This is because it will make the website more secure, so that once a problem occurs, e.g. disruption to the internet service, customers are immediately informed as to why they cannot order online (Explained). This means that the problem of over-charging will stop, as customers will be better informed, and time lost in rectifying the problem will be minimised, enabling Warren to focus on production and sales (Fully explained).</p> <p>OR</p> <p>One long-term solution would be for Warren to check <i>Tangiwai's</i> bank statements online when online sales are made while a computer /internet problem is occurring (Described). This is because possible errors of duplicate entries could then be detected immediately (Explained). This means that customers would be notified as soon as a problem occurs, therefore minimising the negative effect of this on the business (Fully explained).</p>

Achievement		Achievement with Merit			Achievement with Excellence		
<ul style="list-style-type: none"> Describes TWO possible reactions that customers of <i>Tangiwai</i> might have to being over-charged for orders. Identifies TWO short-term solutions to the issue of over-charging. Describes ONE advantage of EACH solution. Describes ONE long-term solution to avoid this happening again in the future. <p>AND</p> <p>States relevant information from the resource.</p> <p>(Answers will typically state relevant business knowledge, and/or Māori business concepts.)</p>		<p>Explains:</p> <ul style="list-style-type: none"> TWO possible reactions that customers of <i>Tangiwai</i> might have to being over-charged for orders ONE advantage of EACH short-term solution to the issue of over-charging ONE long-term solution to avoid over-charging happening again in the future. <p>AND</p> <p>Includes relevant information from the resource to support explanations.</p> <p>(Answers will typically include relevant business knowledge, and/or Māori business concepts.)</p>			<p>Fully explains:</p> <ul style="list-style-type: none"> TWO possible reactions that customers of <i>Tangiwai</i> might have to being over-charged for orders ONE long-term solution to avoid over-charging happening again in the future. <p>AND</p> <p>Integrates relevant information from the resource to fully support explanations.</p> <p>(Answers will typically integrate relevant business knowledge, and/or Māori business concepts, into explanations.)</p>		
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Q 3	Sample answers/Evidence
(a)	<p>The new, larger competitor could negatively affect a small business like <i>Tangiwai</i> because small businesses do not have access to as much capital as larger businesses, and therefore cannot compete with them in areas such as capital expenditure (Described). Consequently, small businesses typically have smaller-scale operations which limit their ability to reduce production costs through economies of scale, and hence also their ability to compete on price for similar products (Explained).</p> <p>One benefit to customers of the presence of a new (larger) competitor is that they can purchase the products at a lower price (Described). This is because businesses will reduce their prices in order to compete (Explained), enabling customers to purchase more of the product or gain access to a product that they might not have been able to afford previously (Fully explained).</p> <p>Another benefit to the customer of there being a new, larger competitor is that there are more options/wider range of designs to choose from (Described). This is because as new businesses enter the market, they will offer new designs or new ideas in order to establish a point of difference from existing sellers (Explained). This means that the customer will be more likely to find exactly what they need, therefore reducing shopping time and stress in the buying process (Fully explained).</p>
(b)	<p>One solution to how Warren can deal with the issue of copying would be to create a unique selling point (USP), e.g. by providing a story for every piece that is made (Described).</p> <p>Another solution would be to provide better service in the sales process than his competitors (Described), e.g. a 24-hour online service where customers can contact the business at any time of the day, through the internet.</p> <p>The better solution would be to create a unique selling point. This is because providing a story for every piece which outlines where the pounamu came from, where the idea originated, or who the carver of the specific piece is, can add value to the product (Described). This resolves the issue of the new competitor copying the designs, as the customer will feel that they are getting something extra with their purchase/purchasing a genuine item (Explained) and would not mind paying a higher price. This will help maintain sales for <i>Tangiwai</i>, and may even increase them (Fully explained).</p> <p>The long-term consequence of this solution is the development of a niche in the market (Described) and of a loyal customer base (Described). This is because the business would be providing a product that specific customers will want to purchase (Explained). This means that the business could continue to operate, as unique selling points are difficult for competitors to copy, so they may limit the impact of new competition in the market (Fully explained).</p>

Achievement			Achievement with Merit			Achievement with Excellence		
Describes: <ul style="list-style-type: none">• how the new, larger competitor may negatively affect a small business like <i>Tangiwai</i>• TWO potential benefits to the customer of a new, larger competitor entering the market• TWO solutions to deal with the new competitor copying Warren’s designs• how the better solution would resolve the issue• a long-term consequence of the better solution. AND States relevant information from the resource. (Answers will typically state relevant business knowledge, and/or Māori business concepts.)			Explains: <ul style="list-style-type: none">• how the new, larger competitor may negatively affect a small business like <i>Tangiwai</i>• TWO potential benefits to the customer of a new, larger competitor entering the market• how the better solution would resolve the issue• a long-term consequence of the better solution. AND Includes relevant information from the resource to support explanations. (Answers will typically include relevant business knowledge, and/or Māori business concepts.)			Fully explains: <ul style="list-style-type: none">• TWO potential benefits to the customer of a new, larger competitor entering the market• how the better solution would resolve the issue• a long-term consequence of the better solution. AND Integrates relevant information from the resource to fully support explanations. (Answers will typically integrate relevant business knowledge, and/or Māori business concepts into explanations.)		
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Cut Scores

Not Achieved	Achievement	Achievement with Merit	Achievement with Excellence
0 – 6	7-12	13-19	20 – 24