

Assessment Schedule – 2019

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

Q1	Sample Evidence
(a)	<p>‘Skills shortage’ is a situation where there are not enough people with a particular skill to meet the demands of the industry (Defined).</p> <p>One potential impact of the skills shortage on <i>Whakaora</i> is that Kira may not be able to secure an experienced food technologist to expand her business (Described). This means she may not be able to keep up with customer orders for her skin care range (Explained). This could lead to customers leaving and going to a competitor. The decrease in sales would lead to a decrease in profits (Fully explained).</p> <p>One potential impact of the skills shortage on <i>Whakaora</i> is a potential increase in workload for Kira (Described). Kira will have to split her time between the production of skin care products and the new food product to keep <i>Whakaora</i> operating (Explained). This could lead to Kira becoming sick and having to take time off from the business. This would then affect the ability of the business to produce and satisfy customer orders, resulting in loss of sales and reduced profit/ commercial viability (Fully explained).</p>
(b)	<p>One solution would be to upskill one of the existing workers, e.g. Tipene, by training them on the job to use the new technology. This person would need to be interested in working extra hours and be capable of upskilling in this area (Described).</p> <p>One advantage of this solution is that it could be done immediately (Described). This is because the business would not have to undertake a recruitment process, which can be very lengthy and may not result in any suitable applicants at the end of it, because of the skills shortage issues (Explained).</p> <p>One advantage of this solution is that it can be cost-effective (Described). This is because the business would not have to undertake a recruitment process, which can be very costly if done thoroughly (Explained).</p> <p>One long-term solution would be to have an apprenticeship programme in her business (Described), for example in partnership with a local polytechnic. This is because the apprentice would be able to work on the job, learn <i>Whakaora</i>’s processes and procedures, and would be able to step into the position should Tipene decide to leave (Explained). This would enable Kira to put a succession plan in place, thus removing the need for her to spend extra time and money on resolving the skills shortage issue. She could then focus more on the skincare side of the business (Fully explained).</p> <p>One long-term solution would be to offer Tipene and Jade better terms and conditions, to reduce the likelihood of one or both of them wanting to leave (Described). This is because they would feel valued, and as they know the business environment, would be less inclined to leave (Explained). This means there could be some increase in expenses for Kira, but the money saved by not having to recruit potentially frequent replacements could lead to an overall decrease in labour costs (Fully explained).</p>

Evidence

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> Defines the term 'skills shortage'. Describes TWO potential impacts for <i>Whakaora</i> if the skills shortage continues. Describes ONE short-term solution. Describes ONE advantage of this solution for <i>Whakaora</i>. Describes ONE long-term solution that Kira could implement to avoid skills shortages in her business. <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 potential impacts for <i>Whakaora</i> if the skills shortage continues ONE advantage of this short-term solution for <i>Whakaora</i> ONE long-term solution that Kira could implement to avoid skills shortages in her business. <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 potential impacts for <i>Whakaora</i> if the skills shortage continues ONE long-term solution that Kira could implement to avoid skills shortages in her business. <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>

Grade Score Descriptors

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

Q2	Sample answers/Evidence
(a)	Increased wait times for online orders may lead to some customers cancelling their order with <i>Whakaora</i> (Described). <i>Whakaora</i> customers have high expectations of the goods and the timeframe for delivery. The delays in delivery may lead many of them to look to other suppliers to fill their orders (Explained). This would reduce <i>Whakaora</i> 's revenue. The business would still have similar costs, such as wages, therefore its overall profit would be reduced. This, in turn, would reduce <i>Whakaora</i> 's ability to improve the situation (Fully explained).
(b)	<p>Enabling online ordering from customers may help to increase market share for <i>Whakaora</i> (Described).</p> <p>One short-term solution to customers' wait time would be to email/post on social media the wait time situation to customers (Described). This would let customers know the situation so that they know that they have not been forgotten and can expect delays (Explained).</p> <p>One long-term solution to customers' wait time, to avoid this happening in the future, would be for <i>Whakaora</i> to invest in a new machine that is able to cope with the increased demand, and to ensure regular maintenance of this machine (Described). This would cost the business in the short term, and <i>Whakaora</i> may have to take out a loan to pay for the new machine (Explained). But in the long term, the new machine would be more reliable and therefore customers' orders would be able to be filled on time, improving <i>Whakaora</i>'s reputation, which could lead to some customers returning (Fully explained).</p>

Evidence

Achievement	Achievement with Merit	Achievement with Excellence
<p>Describes:</p> <ul style="list-style-type: none"> ONE possible reaction from <i>Whakaora</i>'s customers the benefits to <i>Whakaora</i> of enabling their customers to order online ONE short-term solution to customers' wait time ONE long-term solution to avoid the wait time happening 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 possible reaction from <i>Whakaora</i>'s customers ONE short-term solution to customers' wait time ONE long-term solution to avoid the wait time happening 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 ONE possible reaction that <i>Whakaora</i>'s customers may have to the wait time for their orders.</p> <p>AND</p> <p>Fully explains ONE long-term solution to avoid the wait time happening in the future.</p> <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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NØ = No response; no relevant evidence.							

Q3	Sample answers/Evidence
(a)	<p>A new competitor might be competing for the same resources, such as skilled employees – e.g. food technologists (Described). <i>Whakaora</i> may lose some of its employees to the new competitor, leaving it unable to fulfil orders or maintain production levels, leading to a reduction in sales (Explained).</p> <p>A dishonest new competitor may ‘tarnish’ the benefits of natural products (Described). This may cause <i>Whakaora</i> to lose customers, leading to reduced sales and profit (Explained).</p> <p><i>Whakaora</i> will have to compete for customers, and their market share might decrease (Described). <i>Whakaora</i> will have to compete on price and service, which could mean lower sales and higher costs (Explained).</p> <p>A potential benefit to customers could be lower prices and a wider choice of goods (Identified). This is because as businesses compete for market share and more goods appear in the market, businesses may lower their prices (Explained). This would provide cost savings for customers, in addition to greater product choice (Fully explained).</p> <p>A potential benefit to customers could be better service or higher-quality goods (Identified). This is because as businesses compete to keep their customers, they may offer these benefits to their customers (Explained). This means that customers could benefit from extra (or new) service options when they buy – for example, free delivery or online ordering (Fully explained).</p>
(b)	<p>One example of a possible pūtake in Kira’s business (other than making a profit) is her desire to practice traditional Māori medicine (Identified).</p> <p>One example of a possible pūtake in Kira’s business (other than making a profit) is to uphold the many stories told by her kuroua about how Māori used native plants to treat many different ailments (Identified).</p> <p>The practice of traditional Māori medicine would help <i>Whakaora</i> to compete, as it would give the business a unique selling proposition (USP) with its products in comparison to its competitors (Described). <i>Whakaora</i> would be seen as a business that uses traditional Māori medicine to treat illnesses instead of other chemicals. This would enhance the ‘natural’ side of the business and its reputation in the market (Explained). <i>Whakaora</i> would attract more customers who are increasingly concerned about where and how products are made. This would increase sales revenue, and hence profit (Fully explained).</p>

Evidence

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> Describes how a new competitor could negatively impact <i>Whakaora</i>. Identifies TWO potential benefits to <i>Whakaora</i>'s customers of a new competitor entering the market. Identifies an example of pūtake for <i>Whakaora</i>. Describes how the example identified could be used to help <i>Whakaora</i> compete with new competitors. <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"> how a new competitor could negatively impact <i>Whakaora</i> TWO potential benefits to <i>Whakaora</i>'s customers of a new competitor entering the market how the example of pūtake identified could be used to help <i>Whakaora</i> compete with new competitors. <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 potential benefits to <i>Whakaora</i>'s customers of a new competitor entering the market how the example of pūtake identified could be used to help <i>Whakaora</i> compete with new competitors. <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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N0 = No response; no relevant evidence.							

Cut Scores

Not Achieved	Achievement	Achievement with Merit	Achievement with Excellence
0 – 7	8 – 13	14 – 19	20 – 24