

Assessment Schedule – 2023**Business Studies: Demonstrate an understanding of internal features of a small business (90837)****Assessment Criteria**

Achievement	Achievement with Merit	Achievement with Excellence
<p><i>Demonstrate understanding</i> involves:</p> <ul style="list-style-type: none"> describing the internal features stating relevant business knowledge when discussing internal features using relevant examples. <p><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).</p>	<p><i>Demonstrate detailed understanding</i> involves:</p> <ul style="list-style-type: none"> explaining the internal features using relevant business knowledge when discussing internal features and linking these to relevant ideas using relevant examples to support explanations. <p><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.</p>	<p><i>Demonstrate comprehensive understanding</i> involves:</p> <ul style="list-style-type: none"> fully explaining internal features integrating relevant business knowledge to explore internal features with an awareness of the impact integrating relevant examples to fully support explanations. <p><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.</p>

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

Question One: Employer / employee relationships**Evidence**

Achievement	Achievement with Merit	Achievement with Excellence
<p>Describes:</p> <ul style="list-style-type: none"> • what is meant by an effective employer / employee relationship • TWO selected features of an effective employer / employee relationship • an action that could be taken to demonstrate one selected feature • how the action suggested would achieve an effective employer / employee relationship • how the business action(s) to achieve an effective employer / employee relationship may affect the attitude of part-time employees towards the business. <p>(Answers will typically state relevant business knowledge and/or Māori business concepts.)</p>	<p>Explains:</p> <ul style="list-style-type: none"> • TWO actions that could be taken to demonstrate each selected feature • how each of the two actions suggested would achieve an effective employer / employee relationship • how the business actions to achieve an effective employer / employee relationship may affect the attitude of part-time employees towards the business. <p>(Answers will typically include relevant business knowledge and/or Māori business concepts.)</p>	<p>Fully explains:</p> <ul style="list-style-type: none"> • how each of the two actions suggested would achieve an effective employer / employee relationship • how the business actions to achieve an effective employer / employee relationship may affect the attitude of part-time employees towards the business, and the impact of this on <i>Flix and Pix</i>. <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.	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>Definition</i></p> <p>An effective employer / employee relationship in a business is a situation where both the employer and the employee have trust and mutual respect, are honest, and are able to have open communication with each other (Described).</p>
(b)	<p><i>Selected feature: honesty</i></p> <p>A business action that would demonstrate honesty is that Cullen would pay his employees fairly and on time. (For Merit – connects the description of a feature to a business operation.)</p> <p>This would show that Cullen is an honest employer, and his employees would know they can count on being paid fairly and promptly. This would mean that, as part-time staff will have trust in Cullen, they would be more likely to be motivated in their work, including showing up on time each day. (For Excellence – explains how the business operation would achieve the feature.)</p> <p><i>Selected feature: training</i></p> <p>Training means that the part-time staff are taught how to complete their allocated tasks in the movie theatre by Cullen (Described).</p> <p>A business operation that would achieve effective training is that Cullen would provide each part-time staff member with a manual or training video as to how each job in the movie theatre should be done. (For Merit – connects the description of a feature to a business operation.)</p> <p>This would show that Cullen's employees are trained correctly, thus reducing the risk of his employees making mistakes in their work (Explained). This means that the employees will have more confidence in each other and the business operations. The part-time staff will be more confident / secure in their positions and are more likely to be loyal employees. (For Excellence – explains how the business operation would achieve the feature.)</p>
(c)	<p>This would mean the part-time employees are likely to feel positive towards the business (Described).</p> <p>This would mean that the part-time employees would be more willing to work hard (Explained – for Merit, linking the business operation to a behaviour.)</p> <p>This would lead to higher productivity and reduced short-staffing during busy periods at the movie theatre (Explained – for Excellence, linking to the likely impact on <i>Flix and Pix</i>).</p>

Question Two: Entrepreneur and business objectives**Evidence**

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> Identifies two entrepreneurial characteristics. Describes why each characteristic identified would be important for Cullen. Describes how Cullen's improved management skills would contribute to the movie theatre remaining in business. Defines the term 'business objectives'. Describes a possible new business objective. Describes the importance to <i>Flix and Pix</i> of achieving this business objective. <p>(Answers will typically state relevant business knowledge and/or Māori business concepts.)</p>	<p>Explains:</p> <ul style="list-style-type: none"> why the TWO entrepreneurial characteristics identified would be important for Cullen how Cullen's improved management skills would contribute to the movie theatre remaining in business why it is important to <i>Flix and Pix</i> that it achieves the business objective described. <p>(Answers will typically include relevant business knowledge and/or Māori business concepts.)</p>	<p>Fully explains:</p> <ul style="list-style-type: none"> how Cullen's improved management skills would contribute to the movie theatre remaining in business why it is important to <i>Flix and Pix</i> that it achieves the business objective described. <p>(Answers will typically integrate relevant business knowledge and/or Māori business concepts into explanations.)</p>

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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.							

Q2	Sample Evidence
(a)	<p><i>Identified (Achievement) – Determination</i></p> <p>Determination is an important characteristic for Cullen, because during uncertain times he is likely to encounter setbacks when operating the movie theatre and will need perseverance to keep the movie theatre going during lean periods (Explained, for Merit).</p> <p><i>Identified (Achievement) – Vision</i></p> <p>Vision is an important characteristic for Cullen, because during uncertain times he will need to see opportunities and solutions where other people may not (Explained, for Merit).</p>
(b)	<p><i>Improved management skills</i></p> <p>Having better management skills would enable Cullen to find solutions to the fluctuating income levels (Described). This means that he would have the knowledge to use the business resources more efficiently and effectively (Explained). This would enable <i>Flix and Pix</i> to be sustainable, as Cullen would be able to reduce costs and/or increase income. This would contribute to increased business profits and sustained operation into the future. (For Excellence – explains how the management skills gained contribute to the business remaining viable.)</p> <p>This would enable the business to stay one step ahead of its competitors – for example, by taking advantage of shifts in the market earlier than its competitors (Explained).</p>
(c)	<p><i>New business objective</i></p> <p>Business objectives are the goals, aims, or purpose of the business, usually referred to in the planning process.</p> <p>One business objective of <i>Flix and Pix</i> could be to increase entertainment – for example, by introducing a games arcade to cater for younger movie-goers.</p> <p>One business objective of <i>Flix and Pix</i> could be to increase the variety of refreshments.</p> <p>Other objectives could include: increasing brand awareness, diversification, increased sales, corporate social responsibility, environmental sustainability, etc., all leading to increased financial and/or non-financial returns.</p>
(d)	<p><i>Importance of achieving a new business objective</i></p> <p>Introducing a games arcade in the movie theatre would attract a larger target market (Described).</p> <p>This would lead to greater sales and profits, as the movie theatre would now be seen as an experience rather than just a place to see a movie; younger movie-goers would see more than just movies at the movie theatre (Explained, for Merit).</p> <p>Consequently, <i>Flix and Pix</i> would appeal more to a changing population and be differentiated from their competitors, thus increasing sales and profits (Explained, for Excellence).</p>

Question Three: Communication and business success**Evidence**

Achievement	Achievement with Merit	Achievement with Excellence
<ul style="list-style-type: none"> Identifies TWO methods of communication. Describes how ONE method provides effective communication. Identifies TWO ways in which the business can measure success. Describes a decision that the business has made, or could make, that may contribute to a success measure. Describes how both decisions have contributed to the success of the business. <p>(Answers will typically state relevant business knowledge and/or Māori business concepts.)</p>	<p>Explains:</p> <ul style="list-style-type: none"> why the method would effectively communicate <i>Flix and Pix's</i> campaign how the specific example identified contributes to the success of <i>Flix and Pix</i> TWO decisions that the business has made, or could make, that may contribute to each success measure why both decisions have contributed to the success of the business. <p>(Answers will typically include relevant business knowledge and/or Māori business concepts.)</p>	<p>Fully explains:</p> <ul style="list-style-type: none"> how the method of communication would contribute to the business success of <i>Flix and Pix</i> TWO decisions that the business has made, or could make, that may contribute to each success measure why both decisions have contributed to the success of the business. <p>(Answers will typically integrate relevant business knowledge and/or Māori business concepts into explanations.)</p>

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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.							

Q3	Sample Evidence						
(a)	<p><i>Communication method (1)</i> One method <i>Flix and Pix</i> could use is email, using its current customer database (Identified).</p> <p><i>Effectiveness of this method</i> <i>Flix and Pix</i> could communicate with its customers via email. The email would inform existing <i>Flix and Pix</i> clients of the campaign (Described), and encourage them to come in and 'pay it forward'. This would increase sales of the Pay it Forward movie tickets, which may not have occurred without the email being sent (Explained). This would contribute to the success of the business, as <i>Flix and Pix</i> would be able to provide an increased number of movie tickets to those in the Pāpāmoa community who are struggling with the rising cost of living and are unable to afford a movie outing. By giving back to the community in this way, <i>Flix and Pix</i> would be seen to be operating with social responsibility. (For Excellence – links the effectiveness of the communication method to the success of the business.)</p> <p><i>Communication method (2)</i> One method <i>Flix and Pix</i> could use is advertising in the local newspaper (Identified).</p> <p><i>Effectiveness of this method</i> <i>Flix and Pix</i> could advertise in the local newspaper to inform existing and potential customers about the campaign. As the local newspaper is delivered to all households within the Pāpāmoa area, many potential new customers would be able to view the advert (Described). This would increase <i>Flix and Pix</i>'s potential customer base and the likelihood of increased sales for the Pay it Forward campaign. Readers could be given the main points in the advert, with contact details for enquiries if they need any further information (Explained). This would be a relatively easy way for <i>Flix and Pix</i> to communicate with current and potential customers in the local Pāpāmoa area.</p> <p>If <i>Flix and Pix</i> can attract new customers, this should enable the business to keep expanding and giving back to society with different campaigns over time or encourage other businesses in the community to do the same. In this way, <i>Flix and Pix</i> could continue to enhance its social responsibility and its revenue and profit potential, resulting in greater business success. (For Excellence – links the effectiveness of the communication method to the success of the business.)</p>						
(b)	<p><i>Decisions and their contribution to business success</i></p> <table border="1" data-bbox="300 1026 2036 1422"> <tr> <td data-bbox="300 1026 1151 1137"><i>River Road Cafe</i> measures its business success by monitoring online reviews (Identified).</td><td data-bbox="1151 1026 2036 1137"><i>River Road Cafe</i> measures its business success by monitoring its profits (Identified).</td></tr> <tr> <td data-bbox="300 1137 1151 1313">One decision <i>River Road Cafe</i> could make to contribute to success is ensuring that the staff are well trained. This should result in a high level of customer service, which would be reflected in positive online reviews.</td><td data-bbox="1151 1137 2036 1313">One decision <i>River Road Cafe</i> could make to contribute to success is ensuring that costs are well managed, so that profits can be earned. This would include making cutbacks where necessary to keep total costs below the level of sales revenue.</td></tr> <tr> <td colspan="2" data-bbox="300 1313 2036 1422">Both decisions would contribute to the success of the business. Good online reviews would attract more customers, leading to higher revenue and profits if costs are managed well. These profits could be reinvested to help the business expand and achieve lasting success.</td></tr> </table>	<i>River Road Cafe</i> measures its business success by monitoring online reviews (Identified).	<i>River Road Cafe</i> measures its business success by monitoring its profits (Identified).	One decision <i>River Road Cafe</i> could make to contribute to success is ensuring that the staff are well trained. This should result in a high level of customer service, which would be reflected in positive online reviews.	One decision <i>River Road Cafe</i> could make to contribute to success is ensuring that costs are well managed, so that profits can be earned. This would include making cutbacks where necessary to keep total costs below the level of sales revenue.	Both decisions would contribute to the success of the business. Good online reviews would attract more customers, leading to higher revenue and profits if costs are managed well. These profits could be reinvested to help the business expand and achieve lasting success.	
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Cut Scores

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