NZQA
New Zealand Qualifications Authority
Mana Tohu Matauranga O Aotearoa

Assessment Report

On this page

91379: Demonstrate understanding of how internal factors interact within a business that operates in a global context

91380: Demonstrate understanding of strategic response to external factors by a business that operates in a global context

91381: Apply business knowledge to address a complex problem(s) in a given global business context

Level 3 Business Studies 2018

Standards 91379 91380 91381

Part A: Commentary

Candidates are encouraged to refer to the Learning Objectives for Level 3 which can be found on the seniorsecondary.tki.org.nz learning objectives website HERE.

Candidates who did well were prepared and able to use the What, Why and How approach to enable fully explained answers.

It is also important that candidates write their answers in the context of the case study used in the resources or of their business studied in class. Using examples from their chosen context will demonstrate their understanding of the concept being examined.

For Excellence, it is important that new information is brought into the 'justified conclusions' answer, not just a repeat of the information already provided. Some

suggestions about how new information may be introduced can be found at the seniorsecondary.tki.org.nz achievement grades level 3 website HERE.

Part B: Report on Standards

91379: Demonstrate understanding of how internal factors interact within a business that operates in a global context

Candidates who were awarded **Achievement** commonly:

- clearly explained how the process innovation would affect the cost of production. They clearly stated the decrease in cost of production and explained why from carefully reading and interpreting the stimulus material
- clearly stated the innovation and the reason for the choice of patent in the context. The majority of candidates used the stimulus material but some used the business studied in class
- used the scaffolding to write succinctly. Candidates who were confident with the “because”, “leading to” and “therefore” method or the What, Why and How method stood a much better chance of achieving than those who only answered one or two parts
- able to explain the basics of Quality Assurance and Kaizen. Candidates must improve their technical knowledge specific to each quality control strategy in order to make their answers more relevant.

Candidates whose work was assessed as **Not Achieved** commonly:

- were unable to state and explain a decrease in the Cost of Production; rather incorrectly explaining an impact on the Waiti business instead of on the competitors’ business.
- Were unable to choose the patent as the correct IP in the context of new innovations.

- partially explained the change management strategy, rather than fully explained with a valid *why* statement.
- memorised everything they knew on the topic of quality management without focusing the answer on a specific strategy in the chosen context.
- Did not attempt all questions.

Candidates who were awarded **Achievement with Merit** commonly:

- clearly explained the reason how the process innovation would affect the cost of production using the stimulus material to good effect, and also explained the impact on competitors
- clearly stated the innovation and the reason for the choice of patent in the context, and were also able to explain the impact that the patent would have on sales
- wrote succinctly about the change management strategy with clear “because”, “leading to” and “therefore” or What, Why and How statements
- explained Quality Assurance or Kaizen succinctly using technical knowledge and making answers relevant. Candidates were also able to link the evaluation of the chosen strategy with the relevant examples in the context of the business studied in class.

Candidates who were awarded **Achievement with Excellence** commonly:

- fully explained a positive and a negative effect of top-down and quality management strategies in the context.
- provided at least ONE justified conclusion that included new information. It wasn’t just a repeat of what they had already written.
- provided new information by comparing the strategy in the short-term vs. long-term; or comparing the chosen strategy with the other strategy given in the stimulus material, or providing valid additional effects on the business.

Standard specific comments

To gain Excellence candidates needed to fully explain both negative and positive effects in part (c) and part (d) to be able to provide a justified conclusion.

To gain higher grades, candidates need to continue to learn and develop their business terminology – the use of the term 'money' was common.

Candidates are advised to ensure they read the case study thoroughly and incorporate and/or relate the information in their answers.

91380: Demonstrate understanding of strategic response to external factors by a business that operates in a global context

Candidates who were awarded **Achievement** commonly:

- explained how Pūtake influences business decisions
- stated an agency that supported a New Zealand Business operating in a global context and explained how this supported the business
- stated what strategic response they would apply in a given context, (parts C and D)
- explained the positive and negative effects of their given strategic response
- explained how time, scope and size led to a business-wide strategic response in a given context.

Candidates whose work was assessed as **Not Achieved** commonly:

- were unable to display an understanding of what a strategic response is
- did not understand that Pūtake worked for the long-term benefit of the iwi and future employment for the tribe
- selected a business that did not operate in a global context

- did not offer responses with a clear global context or move beyond domestic customers' perceptions/influence
- Did not complete significant parts of the paper
- Did not make a clear decision to demonstrate a strategic response to external factors.

Candidates who were awarded **Achievement with Merit** commonly:

- explained how Pūtake influenced decisions and its effect on long-term decisions to benefit the whole iwi. Candidates were able to differentiate between short-term gains and the impact of the long-term reduction in assets
- stated and explained how an agency could support a business operating in a global context and how this support could impact the long-term economic sustainability of the business
- fully explained one positive and one negative impact of the strategic response in part C and/or D
- showed how and why the strategic response would either benefit or disadvantage a business operating in a global context
- had produced some Excellence answers but were unable to identify why their strategic response was a business-wide reaction at multiple levels.

Candidates who were awarded A**chievement with Excellence** commonly:

- completed the entire paper
- were clear and decisive in their responses and considered the wider impact of strategic responses beyond positive and negatives to include new information
- provided new information that showed a deeper understanding of the marketplace in which the business was operating and/or the business itself
- formed conclusions to show why a strategic response was a 'better response' within a business context after considering the positives and negatives
- offered wider implications for the business showing a deeper understanding of the context in which it is operating. They compared the positives and negatives of a strategic response and formed a conclusion based on the evidence or offered alternatives.

91381: Apply business knowledge to address a complex problem(s) in a given global business context

Candidates who were awarded **Achievement** commonly:

- answered most questions
- referred to the resource material in most answers, sometimes only one per question instead of two
- incorporated their own business knowledge throughout the paper
- referenced *JW*, the case study business in the minority of answers
- stated information provided about Quality Management
- understood the factors behind the investment and the impacts of *JW*'s expansion.

Candidates whose work was assessed as **Not Achieved** commonly:

- stated rather than explained factors and impacts of expansion
- failed to complete all questions
- demonstrated little business knowledge
- failed to refer to the resource material.

Candidates who were awarded **Achievement with Merit** commonly:

- demonstrated an ability to fully explain the answer in relation to *JW*, rather than simply state or explain generally, i.e. increase sales and increase profit
- demonstrated a deeper understanding of applying their own business knowledge to this particular business
- were able to competently use business terms

- used the resource material well
- provided little, if any, additional information in the justification for tasks (c) and (d).

Candidates who were awarded **Achievement with Excellence** commonly:

- demonstrated a thorough understanding of cause, effect and solutions and how they related to *JW*
- demonstrated high levels of business knowledge
- used resource material well and then added layers of information to this
- clearly justified their recommendation with original material, not merely a repeat of the earlier material relating to the effect on the business.
- Provided answers that were well thought-out, with conclusions and justifications that backed up their decisions to either recommend Quality Control or Total Quality Management, or their choice of robotics plants or outsourcing.

Standard specific comments

Candidates found it most challenging to demonstrate higher level thinking in questions (c) and (d). Many candidates were unable to fully explain the effect of each solution and then provide additional information for the recommendation.

Some candidates struggled to differentiate between Total Quality Management and Quality Control and their answers, for both were very similar. A large number of candidates did not relate their answers to Quality Control back to the issues with the product/software and how Total Quality Management and Quality Control could be used to assist in fixing the issues. Providing additional material for the justification was very difficult for the vast majority of candidates.

The overall level of responses/answers may have improved a little on last year with a greater number reaching the requirement for Achievement.

Business Studies subject page

Previous years' reports

2017 (PDF, 51KB), 2016 (PDF, 220KB)

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