

National Certificate of Educational Achievement

2011 Assessment Report

Business Studies Level 1

- 90837 Demonstrate an understanding of internal features of a small business**
- 90838 Demonstrate an understanding of external factors influencing a small business**
- 90839 Apply business knowledge to an operational problem(s) in a given small business context**

COMMENTARY

Candidates who performed well demonstrated a comprehensive understanding of business theory and an ability to integrate the theory into the given scenarios. Most candidates who achieved at the higher levels provided realistic consequences or impacts with reference to the performance of the business.

Candidates who did not perform well struggled to describe general business concepts or if they did, were unable to include or integrate business knowledge into their answers. In some cases, answers were too broad and did not specifically relate to the given context or scenario.

The majority of candidates related their answers to a small business they had studied. However, a few candidates did not use appropriate small business examples, which limited their ability to achieve. Candidates who did not achieve tended to be those who had not completed all sections of the paper.

STANDARD REPORTS

90837 Demonstrate an understanding of internal features of a small business

ACHIEVEMENT

Candidates who were awarded Achievement for this standard demonstrated the required skills and knowledge. They typically:

- demonstrated a basic understanding of business content and concepts
- communicated concepts clearly
- utilised knowledge of basic business terms in their responses
- applied some knowledge to the resource information provided
- demonstrated general knowledge of the operation of a small business they had studied.

NOT ACHIEVED

Candidates who were assessed as Not Achieved for this standard lacked some or all of the skills and knowledge required for the award of Achievement. They typically:

- showed a lack of understanding of general business terms
- demonstrated a limited understanding of the operation of a business
- provided insufficient breadth in answers
- offered little or no evidence of knowledge of a small business they had studied.

ACHIEVEMENT WITH MERIT

In addition to the skills and knowledge required for the award of Achievement, candidates who were awarded Achievement with Merit typically:

- demonstrated detailed knowledge of business terms
- related the business terms in context to the question
- showed understanding of how different factors impact on business operations

- demonstrated evidence of a clear knowledge of the operation of a small business they had studied.

ACHIEVEMENT WITH EXCELLENCE

In addition to the skills and knowledge required for the award of Achievement with Merit, candidates who were awarded Achievement with Excellence typically:

- fully integrated business knowledge in their responses
- showed understanding of the consequences of the actions taken by owners on the operation of a business
- used a range of business examples to support their answer
- showed understanding of the impact of different factors on the performance of a business
- showed understanding of the importance of business performance to business owners
- justified the recommended action with reference to business performance.

90838 Demonstrate an understanding of external factors influencing a small business

ACHIEVEMENT

Candidates who were awarded Achievement for this standard demonstrated the required skills and knowledge. They typically:

- described external factors affecting business providing clear but limited definitions
- stated some relevant examples
- applied understanding to identify issues for the business
- supplied basic relevant solutions.

NOT ACHIEVED

Candidates who were assessed as Not Achieved for this standard lacked some or all of the skills and knowledge required for the award of Achievement. They typically:

- struggled with how external factors impact on business
- did not provide appropriate examples of small businesses they had studied
- did not attempt all questions or if they did, their answers were generally incomplete.

ACHIEVEMENT WITH MERIT

In addition to the skills and knowledge required for the award of Achievement, candidates who were awarded Achievement with Merit typically:

- demonstrated a detailed understanding of how external factors affected businesses
- used relevant examples of small business to explain external factors
- included relevant business theory in their discussion
- applied their business knowledge in the appropriate contexts.

ACHIEVEMENT WITH EXCELLENCE

In addition to the skills and knowledge required for the award of Achievement with Merit, candidates who were awarded Achievement with Excellence typically:

- fully explained the external factors that impact on businesses. This involved clear descriptions of the consequences on the performance or status of the business
- demonstrated a broad understanding of external factors, by providing comprehensive examples of how small businesses are impacted by external factors
- integrated business concepts in context through their answers explaining the effects of external forces across different areas of the business.

90839 Apply business knowledge to an operational problem(s) in a given small business context

ACHIEVEMENT

Candidates who were awarded Achievement for this standard demonstrated the required skills and knowledge. They typically:

- expressed basic ideas clearly and directly
- demonstrated knowledge of rudimentary business terms used in the exam
- used knowledge of general business terms in their answers
- used the data provided in the resource information.

NOT ACHIEVED

Candidates who were assessed as Not Achieved for this standard lacked some or all of the skills and knowledge required for the award of Achievement. They typically:

- showed no understanding of the meaning of the business terms used
- displayed a limited understanding of the operations of a business
- did not demonstrate correct interpretation of the resource information
- demonstrated insufficient depth in answers.

ACHIEVEMENT WITH MERIT

In addition to the skills and knowledge required for the award of Achievement, candidates who were awarded Achievement with Merit typically:

- presented sound knowledge of business terms
- demonstrated sound problem-solving skills
- used business terms in context
- included the resource information in their responses.

ACHIEVEMENT WITH EXCELLENCE

In addition to the skills and knowledge required for the award of Achievement with Merit, candidates who were awarded Achievement with Excellence typically:

- fully integrated business knowledge in their responses

- showed understanding of the consequences of the actions taken by owners on the operation of a business
- fully integrated the resource information in their responses
- demonstrated understanding of the importance of business performance to business owners
- justified the recommended actions or solutions with reference to business performance.

OTHER COMMENTS

Most candidates completing the paper were able to relate to the context and provide fairly reasoned solutions or decisions.