

# **National Certificate of Educational Achievement**

## **2012 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 at a high level were able to relate their business knowledge to the given contexts and provided in-depth or comprehensive responses. The majority of candidates, who achieved, generally attempted all parts of the questions. Most candidates provided realistic impacts and solutions.

Candidates who did not perform well were unable to describe general business concepts. Business knowledge was not included or integrated into the candidates' responses and answers did not relate to the given contexts. These candidates, in general, did not attempt all questions.

Most candidates referred to a small business they had studied. Other candidates provided general responses as opposed to specific responses.

## 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:**

- communicated ideas clearly
- provided knowledge of basic business terms in their responses
- demonstrated understanding of basic business content and concepts
- related basic theory to the given contexts
- 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:**

- demonstrated little understanding of basic business terms
- provided responses that were too broad
- 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:**

- provided explanations that included business knowledge
- offered context based responses
- provided answers of reasonable breadth and depth
- showed understanding of how different factors impact on business operations

- provided detailed short and long term solutions.

### **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:**

- provided full explanations that integrated business knowledge
- demonstrated a comprehensive understanding of the consequences or impacts on the small business
- used a range of business examples to support their responses
- demonstrated understanding of the importance of business performance to business owners
- fully supported the recommended action with reference to business performance.

### **OTHER COMMENTS**

The majority of candidates referred to a small business although some were not able to provide responses in context to the given scenarios.

## **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:**

- provided knowledge of basic business concepts
- offered some examples where necessary
- identified external factors and provided a limited impact on small businesses
- appeared to leave sufficient time to answer all questions
- attempted most parts of all questions.

### **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:**

- demonstrated little understanding of basic business terms
- provided responses that were too broad
- provided insufficient breadth in answers
- offered little or no evidence of knowledge of a small business they had studied
- left large sections of questions unanswered.

### **ACHIEVEMENT WITH MERIT**

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

- utilised a range of sound business concepts in their answers
- provided detailed explanations
- provided responses that were explained in context

- demonstrated in-depth understanding by explaining the impacts of the external influences.

### **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:**

- provided well linked ideas
- provided responses that were in context and fully explained
- used comprehensive business knowledge
- provided fully explained examples where relevant
- analysed and evaluated the given scenarios providing reasoned responses to these.

### **OTHER COMMENTS**

A large number of candidates struggled with Question Four and were unable to provide clear actions the business could take. This was partly due to candidates not selecting a suitable 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:**

- described basic business terms
- used general business terminology
- applied basic business knowledge to the operational problems in the resource information
- attempted to link concepts
- described some solutions without the depth of explanation
- provided one valid solution rather than two.

### **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:**

- did not attempt all of the questions
- showed limited understanding of the business terms
- made limited reference or failed to apply their knowledge effectively to the case study information
- demonstrated minimal understanding of the operational problem for a small business
- stated answers that lacked depth to describe concepts.

### **ACHIEVEMENT WITH MERIT**

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

- showed detailed understanding of the resource information
- applied in-depth business knowledge to their responses
- demonstrated understanding with an attempt to include concepts
- explained valid solutions to solve an operational problem for the resource small business
- used business terminology coherently and effectively
- demonstrated detailed problem solving skills and understanding of the resource information.

### **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:**

- integrated a high level of business knowledge in their responses
- comprehensively understood the resource information and were able to coherently link concepts
- fully explained valid solutions to show a high level of problem solving ability
- integrated the resource information consistently to solve the operational problem(s) in context
- fully explained and justified solutions with reference to the relevant consequences on the performance of a small business.

### **OTHER COMMENTS**

The majority of candidates had read through the resource material carefully and been able to comprehend and use the information correctly to ensure their responses were in context. Some candidates did not address the points that were specifically asked in each question.