

National Certificate of Educational Achievement

2012 Assessment Report

Business Studies Level 3

- 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**

COMMENTARY

The questions for each standard were quite open and allowed candidates to express their understanding with a variety of answers. However, candidates have to develop business literacy skills to enable them to respond in a manner that shows they understand how businesses function. Candidates who performed at higher levels, gave business-like answers, rather than just common sense answers. For example, reference was made to “democratic leadership” rather than “having a meeting” or “suggestion box”.

In addition, candidates who performed well, responded to the command terms in questions, such as explain, fully explain and justify. Those who wrote extended answers, using the context of the question, that fully explained and justified, achieved at higher levels.

Candidates who did not attempt all parts of the paper, generally performed poorly. Those who consistently did not attempt part (c) of each question did not achieve.

STANDARD REPORTS

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

ACHIEVEMENT

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

- explained key ideas by stating a correct idea and then demonstrating understanding by illustrating the importance of that idea in a business context
- demonstrated understanding of business knowledge rather than common sense ideas or general knowledge, through use of appropriate business terms and concepts
- provided an explanation of relevant strategies in each question.

NOT ACHIEVED

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

- used non-business terms such as “happy” instead of “motivated”
- showed a poor understanding of how internal factors interact within businesses
- provided weak or irrelevant strategies in part c. At Level 3, strategies should move beyond “sacking workers” who are in conflict and “suggestion boxes” as a method of developing a culture of innovation.

ACHIEVEMENT WITH MERIT

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

- fully explained key ideas and strategies by stating a correct idea and then demonstrating understanding by illustrating the importance of that idea in a business context and then the impact on the business or its stakeholders

- used terms provided in the questions for scaffolding purposes to develop their answers
- included relevant business knowledge in their explanations to expand their answers such as comments on productivity, revenue, market share, profit.

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:

- evaluated how internal factors interact within a business clearly. Justifications added new, relevant information to justify answers rather than repeating earlier comments
- integrated business knowledge in their answers.

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

ACHIEVEMENT

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

- explained external factors and the positive and negative impacts to businesses
- included relevant business terms in their responses.

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:

- described, instead of explained and did not add the extra detail required
- repeated the question in the answer without adding anything new
- did not use business terms (e.g. people instead of customers/employees, money instead of income/revenue or profit)
- misread the questions and often answered from the wrong perspective (eg: from customers instead of multinational business, and multinational business instead of businesses in the host nations).

ACHIEVEMENT WITH MERIT

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

- fully explained the impacts positive and negative to business and/or host countries
- used relevant business terms as appropriate
- repeated previous information in the explanations to justify the conclusion, and did not add anything new.

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 a strategic response to an issue

- integrated business knowledge and terms to responses
- added new information to the justified conclusion that had not been used in previous explanations.

OTHER COMMENTS

Many of the candidates who did not achieve in this standard failed to attempt part (c) of each question. The standard requires that for candidates to gain credit that they must “Demonstrate understanding of strategic response to external factors by a business that operates in a global context”. As part (c) examined the candidate’s ability to demonstrate their understanding of strategic responses, by not attempting the (c) part meant that the candidate failed to Achieve.

Many candidates did not appear to understand what a multi-level response was to an issue and did not refer to size, scope and time frame in their answers even though this was indicated in the questions.

Some candidates failed to understand the difference between cultural intelligence and cultural sustainability and answered using the wrong definition.

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

ACHIEVEMENT

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

- explained a cause, effect and solution using basic business terms
- used the resource material provided to support the explanations
- related the cause, effect and solution to the effect on the business
- were able to explain a negative effect of a solution.

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:

- used limited business terms in explanations
- rarely related explanations to the effect on the business
- provided little reference to resource material.

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 sound use of business concepts
- fully explained causes, effects and solutions
- clearly related the causes, effects and solutions to the effect on the named business
- included information from the resource material in answers
- did not present new information in the justification of the recommendation.

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:

- demonstrated a sound and thorough use of business theory in discussion
- demonstrated an excellent understanding of business concepts and fully integrated this into their answers
- fully explained causes, effects and solutions of the given problems
- clearly and fully explained the effects on the named business
- provided new and relevant information in the justification of the recommendation.

OTHER COMMENTS

Candidates who performed well integrated case study material to demonstrate a comprehensive understanding of business knowledge.

Candidates who did not perform well were unable to use basic business terms to explain causes, effects and solutions to problems. Many did not relate their answers to the given business. Answers were often general and demonstrated little understanding of business concepts.