

National Certificate of Educational Achievement

2013 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

Overall candidates who performed at a high level were able to relate their business knowledge to the given contexts and provided full explanations. The majority of candidates who achieved, generally attempted all parts of all questions. Candidates should be mindful that questions that start with “Discuss” or “Fully explain” also provide opportunities for Achievement. Most candidates provided realistic consequences, impacts and solutions.

Candidates who did not perform well, generally did not attempt all questions, or only provided statements instead of descriptions or explanations. They were unable to describe basic business concepts, and often used generic terms such as ‘money’ instead of business terms such as ‘sales’ and ‘profits’. Business knowledge was not included in the candidates’ responses which were generic, as opposed to specific responses pertaining to the questions or given contexts.

Most candidates referred to a small business they had studied. However, a few candidates used the context given in the examination which was not an actual business.

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 understanding of basic business concepts
- described business terms
- used some examples to support their knowledge
- clearly identified internal features of a business.

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 and concepts
- misinterpreted the question or demonstrated little understanding of the question
- provided generic responses, without examples, to support their answers
- provided insufficient depth in answers
- did not complete answer parts of the paper.

ACHIEVEMENT WITH MERIT

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

- used a range of business concepts in their answers
- used examples to support their explanations

- explained in context
- explained the impacts and actions required
- provided realistic advantages and disadvantages.

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:

- linked ideas together well
- provided fully explained answers that were in context
- integrated business concepts/terminology in their answers
- used detailed examples where relevant
- fully explain resolutions to avoid conflict and other negative impacts on the business.

OTHER COMMENTS

In general, candidates performed well. However, some did not attempt all questions, and this affected their final grades. The majority of candidates referred to a small business although some were not able to provide responses in context to the given scenarios. Many candidates only provided one example, when the question requested examples.

Some candidates were confused as to the meaning of rangatiratanga even though the assessment of this Māori concept was signalled in the assessment specifications. Some candidates did not understand the term 'two-way communication', using two methods of communication in their answers to Question Two (b), instead. Many candidates were unable to describe the purpose of an income statement.

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, defined or outlined a range of business concepts
- identified consequences and solutions
- demonstrated understanding of how their named business functions
- answered all parts of each question.

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:

- demonstrate little understanding of basic business terms and concepts
- misread or misunderstood the questions
- made little attempt to answer all parts of each question.

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 sound understanding of business concepts
- clearly explained the impact on the named business of a range of issues
- demonstrated a good understanding of how their named business functions
- provided explanations that used sound business language.

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 an excellent understanding of business concepts
- successfully integrated business concepts and terminology into answers
- developed appropriate solutions in context
- fully explained how their responses would impact on the given business or the small business they had studied.

OTHER COMMENTS

Candidates who performed well demonstrated a sound understanding of a range of business concepts, and were able to relate them in some way to the business scenario used in the exam. They were not only able to describe situations, but also to explain how this would then impact on the named business.

Many candidates did not use a small business they had studied, and instead used well known businesses such as Mitre 10, McDonalds and Air New Zealand. These are not small businesses as defined in the achievement standards.

Some candidates were confused with the term citizenship and instead referred to being a New Zealand citizen. Weaker candidates provided generic responses such as 'a business practising citizenship would make people happy'.

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:

- stated some valid evidence from the resource material in their responses
- defined the problem effectively, and identified and described relevant solutions
- used relevant business knowledge
- misinterpreted some parts of the question or provided irrelevant responses
- had difficulty distinguishing between valid short and long term issues.

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:

- provided responses that did not sufficiently relate to the given context
- demonstrated little understanding of relevant business knowledge
- used generic terms in their responses rather than business terms, e.g. referring to money rather than sales/revenue or profit
- had difficulty defining the problem, and were therefore unable to provide a solution
- stated responses rather than describe or explain them
- did not follow instructions in the questions
- left large parts of the question unanswered or provided bullet point responses.

ACHIEVEMENT WITH MERIT

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

- included appropriate business terminology in their responses
- correctly explained the cause of the problem
- related their response to the given context, and provided evidence to support their response
- explained solutions with an understanding of the concepts of short and long term
- used detailed evidence from the resource material.

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 understood the given context and resource material and integrated this information appropriately in their response
- understood the problem, and fully explained the issues in the context of the business case provided
- provided comprehensive and fully supported solutions, with detailed evidence from the resource material
- demonstrated fluent use of business terminology and business knowledge
- fully understood the meaning of short and long term issues, and justified their responses correctly and in context.

OTHER COMMENTS

Candidates were required to apply their business knowledge to an operational problem provided in the resource material and the resource boxes for each question. It was clear that the majority of candidates had read the resource material; however, they did not then apply enough depth to carry this understanding and evidence through to their responses. Some candidates did not correctly address the points asked for in each question, often misinterpreting the question or not reading it properly. A number of candidates had rote-learned a phrase to relate to any issue e.g. 'reducing customers, therefore reducing sales which means less profit so the business will not be sustainable'. This often meant their responses did not relate to the context of the question.