

# **National Certificate of Educational Achievement**

## **2013 Assessment Report**

### **Business Studies Level 2**

- 90843 Demonstrate understanding of the internal operations of a large business**
- 90844 Demonstrate understanding of how a large business responds to external factors**
- 90845 Apply business knowledge to a critical problem(s) in a given large business context**

## COMMENTARY

Candidates were more confident with their use and application of business knowledge across all three external standards. Those students who read and understood the stimulus material in the questions were able to apply their answers in context and often achieved at Merit level and above.

Candidates generally linked their understanding of concepts and content to the contexts of the question. This is especially important in AS 90845 where more stimulus material is provided in the case study.

For Achievement with Excellence in the externally-assessed standards in Level 2, candidates have to fully explain and justify which factor or solution has the biggest impact, or provides the most appropriate solution, in the given context of the question.

A number of candidates either failed to complete all the questions or omitted parts. Candidates should be mindful that questions that start with “Fully explain” also provide opportunities for Achievement. Time management under external examination conditions remains an issue.

## STANDARD REPORTS

### **90843 Demonstrate understanding of the internal operations of a large business**

#### **ACHIEVEMENT**

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

- explained business concepts
- used the scaffolding in the question to structure a response
- used examples in their responses
- used some business knowledge effectively.

#### **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:**

- stated responses but did not explain
- did not use the terms given in the scaffolding to guide their responses
- wrote general responses that did not directly answer the question stimulus
- failed to attempt some or all parts of the 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:**

- used appropriate business knowledge
- linked business concepts to the contexts provided in the question

- wrote clearly and concisely to fully explain business concepts.

## **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 business knowledge throughout their responses
- fully explained and justified their solutions
- added new information and understanding to justify solutions, rather than relying on material already presented.

## **OTHER COMMENTS**

There was a noticeable increase in the use of Māori concepts. However, these concepts were commonly not explained in the context of the case study material given.

## **90844 Demonstrate understanding of how a large business responds to external factors**

### **ACHIEVEMENT**

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

- explained how external factors may affect the business
- explained how the business may respond to the external factor(s)
- explained business concepts such as supply chain and innovation, using examples.

### **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:**

- wrote brief statements but did not give explanations
- presented solutions which were not in context, or failed to explain how their example would be a valid response
- described business responses which were not connected to the issues given
- could not identify the difference between social and political influences and / or chose examples that were not political and/or social.

### **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 concepts and used examples to support their explanations
- fully explained decision(s) made by the business in response to external factors, by explaining why and how the decision(s) would help improve the named business' current economic situation
- fully explained the difference between political and social influences by identifying what the factors are linked to (i.e. government and society), as well as using appropriate examples of each influence.

## **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:**

- justified, by bringing in convincing (new) information/business knowledge about how and why the response will improve the business' current economic situation. When writing about the concept of supply chain, candidates who achieved excellence had an understanding of how decisions affect the supply chain, and how improvements in the supply chain can be measured
- fully explained and justified their answers by providing flow-on/ long-term effects.

## **OTHER COMMENTS**

Candidates should focus their answers on the questions asked, so that they refer to the context given. They should read the bullet points in the scaffold of the question carefully before attempting the question. Some candidates submitted seemingly pre-prepared answers, which were not linked to the business in the question, and thus did not achieve well.

Social and Political external factors were not well understood by the majority of candidates.

## **90845 Apply business knowledge to a critical problem(s) in a given large business context.**

### **ACHIEVEMENT**

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

- extracted relevant information from the resource material
- explained at least one factor and extended this to one solution
- included business knowledge in their answers, beyond what was stated in the examination.

### **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:**

- did not use information from the resource booklet or material in the examination booklet
- provided brief and incomplete answers or did not attempt all questions
- rewrote information from the resource material as part of their explanations
- showed a poor understanding of basic business concepts and content.

### **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 business concepts
- included relevant business knowledge beyond the resource provided

- repeated previous ideas in their answers as part of the justification.

## **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:**

- clearly answered all parts of the questions
- used the resource material effectively, and integrated their business knowledge to provide full explanations
- added new ideas and information to justify answers rather than repeating earlier comments.

## **OTHER COMMENTS**

Candidates who did not perform well gave answers which were out of context to the business in the resource material. These answers could have applied to **any** business. Explanations of business concepts were insufficient, and in many cases whole questions were left unanswered.