

National Certificate of Educational Achievement

2014 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 the excellence level were able to integrate their business knowledge and demonstrate that they had studied a small business in their answers. Successful candidates were able to apply their knowledge to the correctly identified concepts in the stimulus material. A number of candidates had rote learnt a phrase to relate to any issue, e.g. “reducing customers, therefore reduces sales, which means less profit, so the business will be bankrupt.” This often meant their responses did not relate to the context of the question.

Candidates who performed at the merit level were able to define business terms and provide examples that showed understanding. They were able to apply their knowledge within the given context. Candidates demonstrated that they had studied an appropriate small business.

The majority of candidates who achieved the standard, generally attempted all parts of all questions. Candidates were able to provide examples that supported their business knowledge. Candidates should be mindful that questions that start with “Discuss” or “Fully explain” if partially answered, provide opportunities for Achievement.

Candidates who did not achieve the standard generally did not attempt all of the questions and were unable to incorporate the stimulus material within their answers. Candidates were unable to demonstrate knowledge of a small business that they had studied.

The updated content lists in the [Business Studies Teaching and Learning Guidelines](#) which support the externally-assessed achievement standards will apply in the 2015 Examinations. The four key concepts of enterprise, globalisation, citizenship, and sustainability; and the [Maori concepts](#) of tikanga, pūtake, tūrangā, kaitiakitanga and rangatiratanga, should be integrated throughout a Business Studies programme as they are relevant to all achievement standards.

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 commonly:

- described or outlined business concepts
- provided basic examples to support their knowledge
- attempted to answer most questions with appropriate business language
- named a legitimate business but displayed little understanding of it.

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 commonly:

- provided insufficient reasons why objectives are important to businesses
- did not describe connections between different business concepts

- did not use appropriate business language
- did not refer to the stimulus material
- did not provide evidence of having studied a small business.

ACHIEVEMENT WITH MERIT

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

- defined the business terms and provided examples that showed in-depth understanding
- incorporated some facts from stimulus material given
- explained connections between different concepts
- included appropriate business language
- named an appropriate 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 commonly:

- provided clear examples that demonstrated comprehensive understanding
- fully explained connections between different business concepts
- fully explained answers in context of the stimulus business or a business they had studied
- incorporated appropriate business language
- integrated other business knowledge that supported their full explanations
- displayed a comprehensive understanding of the business they had studied.

OTHER COMMENTS

In general, candidates were able to complete the paper in the time allocated. Those who achieved at a Merit or Excellence level demonstrated a sound understanding of the business knowledge required to answer all questions. The majority of candidates who achieved, attempted all sections of all questions. Most candidates referred to a small business they had studied in-depth. However, some candidates referred to the business context given in the paper or referred to 'made up' businesses from previous NZQA exam papers.

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 commonly:

- demonstrated understanding of basic business concepts
- described business terms
- identified consequences and solutions to problems.

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 commonly:

- demonstrated little understanding of business terms and concepts
- misread or misunderstood the question
- provided similar responses to all parts of the question
- 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 commonly:

- provided explanations that included business knowledge
- presented context-based responses
- provided answers that showed breadth and depth of understanding
- showed understanding of how different factors impact on business operations
- demonstrated linkages across the business functions.

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 commonly:

- provided full explanations that integrated business knowledge
- demonstrated comprehensive understanding of the consequences or impacts on the business
- developed appropriate solutions within the context provided
- fully understood the meaning of short and long term issues.

OTHER COMMENTS

Overall candidates who performed at a high level were able to relate their business knowledge to the context of the question, and were able to provide in-depth responses. Those candidates who read the resource material carefully were better able to link business concepts with the context of the question.

The majority of candidates who achieved, generally attempted all parts of all the questions. These candidates were able to provide realistic and relevant consequences within the given context.

Candidates who did not achieve had difficulty with business concepts and answers were mostly generic.

The majority of the candidates referred to a small business they had studied.

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 commonly:

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

- 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
- had difficulty defining the problem and were therefore unable to provide a solution
- stated responses rather than described or explain them
- did not follow instructions in the questions.

ACHIEVEMENT WITH MERIT

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

- included appropriate business terminology in their responses
- correctly identified and 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-term 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 commonly:

- appropriately integrated resource material into their responses
- 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 fluency in business terminology and business knowledge
- incorporated Maori business concepts when appropriate
- demonstrated a full understanding of the meaning of short and long term issues
- justified their responses 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.

Some candidates did not demonstrate sufficient understanding of the material; they did not apply enough depth and evidence in their responses.

Some candidates did not correctly address the points asked for in each question, and appear to have misinterpreted the question.