

National Certificate of Educational Achievement

2014 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

Higher levels of achievement occurred when candidates correctly applied their knowledge of business terms and ideas within the context of the question. Vague written answers which used non-business language such as 'making money' or 'business doing well', and responses which could be applied to any large business without substantiation resulted in lower levels of achievement or non-achievement.

Time management was an issue especially with respect to AS 90845. The resource booklet is a detailed document and the information provided needs to be absorbed so that the candidates' answers can be fully written in context. It is recommended that candidates practise this analytical skill more frequently before the final examination.

Some candidates left whole questions blank. Candidates maximise their opportunities for success in the standard by attempting all parts of all questions, and by providing explanations. An N1 or N2 score for individual questions still counts towards the overall score for the paper and could be decisive in awarding the final grade for the paper.

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, tūranga, kaitiakitanga and rangatiratanga, should be integrated throughout a Business Studies programme as they are relevant to all achievement standards.

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 commonly:

- explained business concepts by using connectors such as 'because and as'
- used the scaffolding provided in the question to structure their response and used some appropriate business terminology
- stated responses or impacts without explaining how they could happen. For example, stated an increase in motivation without explaining how.

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:

- used incorrect terms or non-business language to explain features
- wrote general responses that did not directly answer 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 commonly:

- consistently used correct business terminology
- linked the context of a software company to their responses
- fully explained business terms and used examples to illustrate their understanding.

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:

- added new information and understanding to justify responses made
- consistently integrated and applied appropriate business knowledge
- used a range of business terminology to link the context of a software company to the concept of economic sustainability.

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 commonly:

- understood key elements of the questions and were able to apply their knowledge of business concepts to the problems presented
- had a sound knowledge of how external influences could impact upon the decision making of a large organisation.

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:

- produced weak, vague responses which did not use the stimulus material to support or expand their answers
- did not use appropriate business terminology.

ACHIEVEMENT WITH MERIT

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

- showed in-depth understanding of the information presented in the stimulus material, and were able to write detailed and well-structured answers
- fully explained their answers by either using appropriate business knowledge in the context of the question, or developing their explanations by using an effective example.

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:

- showed a comprehensive understanding of the problems presented and were able to explain in detail, make judgements in relation to their preferred solutions and the impact this would have on the firm and/or stakeholders

- provided judgements which were based on analysis that were balanced and in-depth within a time frame allowed by the examination.

OTHER COMMENTS

A number of candidates attempted one section of the examination well, but did not progress through the remainder of the examination with the same quality of answers.

Candidates who did not achieved did not display sufficient understanding of the business concepts/terms or their application to the problems presented in the examination.

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 commonly:

- used relevant information from the resource material in their responses
- explained at least one factor/issue in context and extended this to one solution
- used relevant business knowledge rather than relying on colloquial terminology in their answers.

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:

- did not use information from the resource material appropriately
- provided responses that did not sufficiently relate to the given context and/or that related to the given context but not to the question
- misinterpreted some parts of the question or provided irrelevant responses
- did not attempt all questions or provided brief and incomplete answers
- had difficulty defining the problem, and were therefore unable to provide an appropriate solution
- used generic terms in their responses rather than business terms, e.g. referring to money rather than sales/revenue or profit
- rewrote information from the resource material without re-working the information
- showed a poor understanding of basic business terms.

ACHIEVEMENT WITH MERIT

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

- correctly explained the causes and effects of the critical problems
- provided responses that fully explained business terms used
- included relevant business knowledge and terms beyond the resource provided
- related their response clearly to the given context, and provided evidence to support their responses.

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:

- understood the given context and resource material and integrated this information
- appropriately in their responses
- provided comprehensive and fully supported solutions, with detailed evidence from the
- resource material
- fully explained and provided justification for one solution over another
- added new understanding and information to justify answers rather than repeating earlier comments
- demonstrated fluent use of business terminology and business knowledge.

OTHER COMMENTS

Overall, candidates that performed well had a clear understanding of business concepts and were able to apply business knowledge to the given critical problems. Candidates who achieved at a higher level completed all questions and were able to offer appropriate solutions including giving an explanation as to how these solutions would deal with the problem. In most cases a justified recommendation was given.

Candidates that did not perform well gave very general responses. They were unable to describe business concepts and/or explain the causes and effects of the critical problem in the case study. They often did not complete the paper and/or did not attempt both parts of the questions. Some candidates failed to identify any appropriate solutions. The candidates that did not perform well tended to provide short statements rather than explanations.