

# 2015 NCEA Assessment Report

Business Studies Level 1 90837, 90838, 90839

## Part A: Commentary

Comment on the overall response of candidates to 2015 examinations for all achievement standards covered by this report.

Candidates are expected to have studied a small business in depth and, where relevant, use examples from the small business to answer questions. Those who have not studied a small business in depth are thus disadvantaged.

Candidates who performed at a high level were able to relate their business knowledge to 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 the 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.

## Part B: Report on standards

### 1. Assessment Report for 90837 Demonstrate an understanding of internal features of a small business

<b>Achieved</b>	Candidates who were assessed as Achieved commonly: <ul style="list-style-type: none"><li>demonstrated an understanding of the basic business concepts</li><li>attempted all parts of all questions</li><li>provided basic examples to support their answers.</li></ul>
<b>Not Achieved</b>	Candidates who were assessed as Not Achieved commonly: <ul style="list-style-type: none"><li>repeated the stimulus material as their answer, without further elaboration</li><li>provided inaccurate descriptions of business terms</li><li>demonstrated little understanding of business language.</li></ul>
<b>Achieved with Merit</b>	Candidates who were assessed as Achieved with Merit commonly: <ul style="list-style-type: none"><li>defined business terms and provided relevant examples</li><li>utilised the stimulus material to develop context-based answers</li><li>included appropriate business language</li><li>discussed an appropriate small business.</li></ul>
<b>Achieved with Excellence</b>	Candidates who were assessed as Achieved with Excellence commonly: <ul style="list-style-type: none"><li>provided clear examples that demonstrated comprehensive understanding</li><li>fully explained connections between business concepts</li><li>incorporated appropriate business language</li><li>showed an in-depth understanding of the Māori concept and how this was applied</li><li>developed comprehensive answers that were appropriate to the context.</li></ul>
<b>Standard specific comments</b>	Candidates were able to complete the paper in the time allocated. Candidates that performed at a high level were able to relate their business knowledge to the context. Their responses were in-depth and explained outcomes in more detail (not just increase sales, increase profits). Candidates who did not achieve, had little business knowledge and wrote generic answers that were not always applicable to the context.

## 2. Assessment Report for 90838: Demonstrate an understanding of external factors influencing a small business

<b>Achieved</b>	<p>Candidates who were assessed as Achieved commonly:</p> <ul style="list-style-type: none"> <li>provided limited examples to support their answer</li> <li>demonstrated knowledge of basic business concepts</li> <li>identified external factors and their impacts on business.</li> </ul>
<b>Not Achieved</b>	<p>Candidates who were assessed as Not Achieved commonly:</p> <ul style="list-style-type: none"> <li>attempted only parts of the question</li> <li>provided insufficient breadth or depth in answers</li> <li>had limited understanding of basic business concepts.</li> </ul>
<b>Achieved with Merit</b>	<p>Candidates who were assessed as Achieved with Merit commonly:</p> <ul style="list-style-type: none"> <li>showed a range of business concepts in their answers</li> <li>provided relevant responses to the impacts on small business</li> <li>used relevant examples</li> <li>explained specific business concepts</li> <li>explained answers in context.</li> </ul>
<b>Achieved with Excellence</b>	<p>Candidates who were assessed as Achieved with Excellence commonly:</p> <ul style="list-style-type: none"> <li>linked ideas together</li> <li>integrated business knowledge that was applicable to the context</li> <li>used appropriate business terminology</li> <li>used detailed examples, where relevant</li> <li>attempted to analyse issues and provided reasoned answers.</li> </ul>
<b>Standard specific comments</b>	<p>There was some concern that candidates were not able to differentiate the different Acts of legislation at this level. It appeared in a number of responses that content was only approached at a very basic level. Some candidates struggled to name an appropriate business they had studied, others were unable to distinguish between a small and large business. A number of solutions were not feasible or did not make sense.</p>

## 3. Assessment Report for 90839: Apply business knowledge to an operational problem(s) in a given small business context

<b>Achieved</b>	<p>Candidates who were assessed as Achieved commonly:</p> <ul style="list-style-type: none"> <li>defined business terms</li> <li>applied the resource material in their answers</li> <li>described operational problems and relevant solutions</li> <li>used relevant business knowledge.</li> </ul>
<b>Not Achieved</b>	<p>Candidates who were assessed as Not Achieved commonly:</p> <ul style="list-style-type: none"> <li>attempted only parts of questions, or failed to attempt questions</li> <li>had limited business knowledge</li> <li>were unable to identify the cause of the operational problem</li> <li>did not provide appropriate solutions.</li> </ul>
<b>Achieved with Merit</b>	<p>Candidates who were assessed as Achieved with Merit commonly:</p> <ul style="list-style-type: none"> <li>identified and explained causes of the given operational problems</li> <li>explained solutions using appropriate business concepts</li> <li>applied evidence from the resource material to support their explanations.</li> </ul>
<b>Achieved with Excellence</b>	<p>Candidates who were assessed as Achieved with Excellence commonly:</p> <ul style="list-style-type: none"> <li>recognised that fully explain requires what, why, how answers, so were able to expand explanations by relating them to impacts on the company</li> <li>integrated the resource material into their explanations</li> <li>understood the operational problem and fully explained solutions that were relevant to the context</li> <li>demonstrated fluency in business terminology and business knowledge.</li> </ul>

<b>Standard specific comments</b>	Candidates who provided answers that were not rote-learned achieved at a higher level. Those candidates who read the question and the resource material carefully were able to provide answers that were relevant to the context.
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