

2022 NCEA Assessment Report

Subject: Business Studies Level: 3 Standards: 91379, 91380, 91381

Part A: Commentary

Using a clear structure to write responses provides candidates with a good opportunity to reach Achievement. Further expanding their response to explain the impact the situation/ action could have on business or stakeholder goals provides candidates the opportunity to achieve with Merit. To achieve with Excellence, candidates need to bring new information into their response. Candidates should endeavour to save new information for the justification part of the question, rather than incorporating it into earlier responses.

Having a good understanding of the business knowledge required for each standard is essential to meet the Achievement criteria. Candidates who were able to incorporate correct understanding of the business concepts being assessed into their responses achieved higher grades than those who were unable to apply appropriate and correct business knowledge to their answers.

Specific business terminology is required for success in Business Studies. Candidates who achieved with Merit and Excellence were able to correctly interpret the business terms, such as 'size, scope and timeframe' and 'employee retention' used in the questions, and were able to use business terminology in their responses. Examples of correct use of terminology include using 'revenue' and 'profit' rather than 'money' and understanding the difference between 'market share' and 'share market'.

Part B: Report on standards

91379: Demonstrate understanding of how internal factors interact within a business that operates in a global context

Examination

The examination consisted of one task with four parts; candidates were required to complete all four parts of the task. The task covered the requirements of the 2022 Assessment Specifications, which were to demonstrate understanding of how internal factors interact within a given business context or by a business that candidates had studied. Part (c) of the task required candidates to refer to an actual business they had studied. The task required candidates to apply their business knowledge to fully explain and evaluate how internal factors interact within a business that operates in a global context.

Observations

Candidates who demonstrated correct understanding of business terminology, such as 'employee retention', 'market share', and 'profit' were able to achieve at higher levels.

Candidates who demonstrated understanding of the business concepts being assessed, such as specific quality management strategies and intellectual property rights, were more able to achieve at higher levels.

Candidates who fully explained their answers by following the 'what', 'why', 'how' impact structure were able to achieve higher grades.

Grade awarding

Candidates who were awarded **Achievement** commonly:

- stated the answer and explained it with reasons why, linking their response to the business/stakeholders
- demonstrated understanding of the business concept being assessed, such as quality assurance and specific intellectual property rights
- demonstrated understanding of business terminology, such as 'employee retention', 'market share', and 'profit'.

Candidates who were awarded **Not Achieved** commonly:

- provided partial answers with little evidence from the case study or a New Zealand registered business operating in a global context
- did not demonstrate understanding of the business concept being assessed, such as quality assurance and specific intellectual property rights
- did not demonstrate understanding of business terminology, such as 'employee retention', 'market share', and 'profit'.

Candidates who were awarded **Achievement with Merit** commonly:

- applied business terminology correctly
- explained how the business concept impacts the business or stakeholders
- used evidence from the resource material or their own case study where appropriate to support and strengthen their response.

Candidates who were awarded **Achievement with Excellence** commonly:

- brought new appropriate and relevant information into their conclusion
- demonstrated a comprehensive understanding of the business concept being assessed, such as their chosen quality management strategy or intellectual property right
- compared the short- and long-term economic impacts on the business or discussed additional impacts on the business, employees, or stakeholders.

91380: Demonstrate understanding of a strategic response to external factors by a business that operates in a global context

Examination

The examination consisted of one task with four parts; candidates were required to complete all four parts of the task. The task covered the requirements of the 2022 Assessment Specifications, which were to demonstrate understanding of a strategic response to external factors by the business in the context provided, or by a business that candidates had studied. Part (d) of the task required candidates to refer to an actual business they had studied. The task required candidates to identify appropriate strategic responses to external factors, and to apply their business knowledge to fully explain and evaluate the strategic responses to external factors undertaken by a business that operates in a global context.

Observations

Candidates who showed understanding of the key terms 'size', 'scope', and 'timeframe', and were able to apply these correctly to their chosen strategy, achieved at higher levels.

Candidates who used evidence from a New Zealand-registered business operating in a global context were more able to achieve this standard.

Candidates who demonstrated understanding of the business concepts being assessed, such as cultural intelligence and business support, were more able to achieve at higher levels.

Grade awarding

Candidates who were awarded **Achievement** commonly:

- identified appropriate strategic responses to the problem presented
- demonstrated understanding of the business concept being assessed, such as cultural intelligence or business support
- stated the answer and explained it with reasons why, linking their response to the business/stakeholders.

Candidates who were awarded **Not Achieved** commonly:

- did not identify an appropriate strategic response for the problem presented
- did not demonstrate understanding of the business concept, such as cultural intelligence or business support, being assessed

- did not provide evidence from a New Zealand-registered business operating in a global context.

Candidates who were awarded **Achievement with Merit** commonly:

- explained how the chosen strategic response could solve the problem presented
- provided full explanations by applying business knowledge correctly to the situation given
- demonstrated understanding of economic sustainability being linked to reducing costs, increasing sales and, consequently, profit.

Candidates who were awarded **Achievement with Excellence** commonly:

- described the size, scope or timeframe of the chosen strategic response
- integrated relevant examples and business knowledge, including Māori business concepts, into their explanations
- incorporated new appropriate and relevant information into their conclusion
- compared the short- and long-term economic impacts on the business, or discussed additional impacts on the business, employees, or stakeholders.

91381: Apply business knowledge to address a complex problem(s) in a given global business context

Examination

The examination consisted of one task with four parts; candidates were required to complete all four parts of the task. The task covered the requirements of the 2022 Assessment Specifications, which were to fully explain the causes and effects of the problem, evaluate solutions, and make fully justified recommendations. The task required candidates to apply their business knowledge to address complex problems in the given global business context.

Observations

Candidates who incorporated business knowledge beyond that provided in the case study were more able to achieve at higher levels.

Candidates who fully explained their answers by following the 'what', 'why', 'how', impact structure were able to achieve higher grades.

Those candidates who contributed new information and applied their solution to the named business were more able to achieve with Excellence.

Grade awarding

Candidates who were awarded **Achievement** commonly:

- demonstrated understanding of the business concepts being assessed, such as quality management strategies and supply chain issues
 - referenced the resource material provided
- stated the answer and explained it with reasons why, and linked their response to the business/stakeholders.

Candidates who were awarded **Not Achieved** commonly:

- did not reference the resource material or simply stated information from it
- did not demonstrate understanding of the business concepts being assessed, such as quality management strategies and supply chain issues
- stated the answer, but did not explain with reasons why it occurred.

Candidates who were awarded **Achievement with Merit** commonly:

- provided full explanations by applying business knowledge correctly to the situation given
- appropriately used evidence from the resource material provided to support and strengthen their response
- applied business terms correctly.

Candidates who were awarded **Achievement with Excellence** commonly:

- brought new appropriate and relevant information into their conclusion
- integrated business knowledge and relevant examples from the case study into their explanations
- demonstrated a comprehensive understanding of the business concepts being studied, such as quality management strategies and supply chain issues
- compared the short- and long-term economic impacts on the business, or discussed additional impacts on the business, employees, or stakeholders.