

Assessment Schedule – 2024**Business Studies: Apply business knowledge to a critical problem(s) in a given large business context (90845)****Assessment Criteria**

Achievement	Achievement with Merit	Achievement with Excellence
<p><i>Applying knowledge</i> involves:</p> <ul style="list-style-type: none"> • explaining causes and effects of the critical problems • using business knowledge to identify a range of possible solutions • stating business knowledge and evidence relevant to the critical problem(s) • stating a Māori business concept(s) where relevant to the critical problem(s). <p><i>Explaining</i> means providing the ‘what’ that addresses the question asked, then expands by giving the reason(s) <i>why</i> the ‘what’ occurs or linking ideas to provide a coherent rationale.</p>	<p><i>Applying in-depth knowledge</i> involves:</p> <ul style="list-style-type: none"> • fully explaining the causes and effects of the critical problems • applying business knowledge to explore how relevant solutions would address the critical problems, with an awareness of impact • including detailed and relevant evidence to support explanations • including a Māori business concept(s) where relevant to the critical problem(s) to support explanations. <p><i>Fully explaining</i> develops the explanation with further expansion of how the situation / action could impact potential business or stakeholder goals, or a particular outcome. This will generally relate to effects, advantages, disadvantages, and / or consequences.</p>	<p><i>Applying comprehensive knowledge</i> involves:</p> <ul style="list-style-type: none"> • justifying a recommendation on the best solution to the critical problems • applying and integrating relevant business knowledge • integrating detailed and relevant evidence to fully support explanations • integrating a Māori business concept(s) where relevant to the critical problem(s) to fully support explanations. <p><i>Justifying</i> uses relevant evidence to justify the significance of the decision or the likelihood of success. This should include reference to alternative courses of action, or new information to further support the decision that has not already been established in earlier parts of the question.</p>

Note: Each answer should be read as a whole before awarding a grade.

Part	Sample Evidence
(a)	<p><i>Opportunities and threat of changes in consumer behaviour</i></p> <p>(i) The changes in consumer behaviour, such as the increase in online shopping – as opposed to customers visiting traditional stores like CeeGee’s – means that the volume of sales that are generated is reduced (Stated). This means that CeeGee’s ability to continue to operate a traditional store is threatened, as it may not be economically sustainable to operate with rising rental costs and insufficient sales in a competitive market to make consistent profits (Explained).</p> <p>(ii) Showrooming provides an opportunity for CeeGee’s to develop its brand, as potential customers can experience levels of personalised customer service, product range, and product knowledge from its staff that would not be available when purchasing online (Explained). CeeGee’s target market are professionals that have higher levels of disposable income, so are likely to desire a shopping experience that builds and maintains a level of trust. This will potentially lead to an enhanced brand reputation and loyalty that could generate sales for the business (Fully explained).</p> <p>Note: Candidates could also discuss the potential for Cee Gee’s to further develop its brand with an online presence and effective marketing via social media and/or ecommerce.</p>
(b)	<p><i>Solutions in response to changes in consumer behaviour</i></p> <p>(i), (ii) One solution that CeeGee’s could implement is to close the retail store and move its operations online (Identified). As many shoppers are purchasing online and are influenced by social media, the need for a retail store is significantly reduced, particularly as rental costs have increased (Explained). CeeGee’s could develop its brand image, enhance its reputation, and increase sales without the costs of operating a store (Fully explained).</p> <p>Another solution to address the change in consumer behaviour would be to move its store to a smaller, boutique location, as well as opening an online store (Identified). By opening a smaller shop at a lower rental cost and developing an online store, CeeGee’s could continue to provide an opportunity to showroom its products (Explained), generating customer interest while creating another sales channel through which to generate sales via their online store (Fully explained).</p> <p>(iii) Note: Allow candidates to use creating an online presence as an alternative solution.</p> <p>Relocating its store to a smaller, boutique location, as well as opening an online store, would be more successful for CeeGee’s. By having a smaller retail store that offers its range of products, CeeGee’s is likely to keep its established brand presence and customer base, while providing an opportunity for possible customers who would prefer to visit physical stores to purchase product. If the store is closed and there is only an online presence, this significant sales channel would be lost, impacting CeeGee’s financial success (Justified). Given that CeeGee’s product range features mainly common international designs, an exclusive online store may not be able to compete directly with other online stores that offer these designs, particularly in terms of costs, thus impacting sales. Therefore, having no retail store may diminish CeeGee’s success, as customers who purchase exclusively online are more price-sensitive (Justified).</p>

<p>(c)</p> <p>(i)</p> <p>(ii)</p>	<p><i>Impact of an ineffective growth strategy</i></p> <p>CeeGee's is taking over a lease from a previously closed store, so this may be a reason for it being potentially unsuccessful. The original store may have closed because of a lack of customers, its location, high rental costs, etc., and this might also impact CeeGee's financial success (Explained).</p> <p>Despite being aware of potential customer growth due to population growth, CeeGee's has not had the opportunity to perform adequate market research to determine if the business model that operates in the North Island would be successful in the South Island. Given that each city has different preferences and expectations in clothing trends, the product and price range that CeeGee's offers may not be competitive with established brands in the South Island (Explained).</p> <p>Implementing an ineffective growth strategy, such as an unsuccessful launch and subsequent closure of the South Island store, would lead to a poor return on the capital invested and potential damage to CeeGee's established brand reputation (Explained). This would place pressure on the North Island retail store to cover the cost of the unsuccessful expansion and rebuild its brand image as a trustworthy business, which may make it unsustainable to continue to operate in an already competitive market (Fully explained).</p>
<p>(d)</p> <p>(i), (ii)</p> <p>(iii)</p>	<p><i>Solutions to operate a new store successfully</i></p> <p>CeeGee's could employ a store manager who has local knowledge and experience of operating a clothing retail store within the region (Identified). This means they would be able to identify the demographics, trends, preferences, and CeeGee's competition in the South Island, and therefore know what marketing strategies, such as product designs and prices, would be effective in the launch of CeeGee's new store (Explained). By having this local knowledge and providing a product range that customers desire, CeeGee's could attract a larger target market and also establish their unique selling point. This could help to build a loyal customer base and a positive reputation, resulting in a higher level of sales (Fully explained).</p> <p>CeeGee's could implement a marketing strategy, by opening a series of pop-up stores before committing to opening a new store (Identified). This would allow the business to perform market research and a promotional campaign, to learn about the target market and its preferences (Explained). This would mean that CeeGee's could establish its brand recognition and reputation in the city prior to opening a permanent store (Fully explained).</p> <p>Opening a series of pop-up stores prior to opening a permanent store is likely to be the more effective solution, as it would provide the option to test the market prior to committing significant capital investment into a new store and city. Though obtaining the local knowledge and experience of a store manager is important, the commitment to opening a new store would already have been made, and should it be unsuccessful, could lead to significant financial losses for CeeGee's (Justified).</p> <p>By following through with this marketing strategy, the CeeGee's brand would have presence and trust within the city prior to opening the store, which is more likely to generate word-of-mouth, leading to growth and business success. While both solutions would be effective in helping CeeGee's to be successful in opening the new store and understanding its target market, the implementation of a targeted marketing strategy would create brand awareness, which is vital in capturing the attention and interest of potential customers coming into a new store (Justified).</p>

Evidence

Achievement	Achievement with Merit	Achievement with Excellence
<p>Explains:</p> <ul style="list-style-type: none"> • TWO reasons why changes in consumer behaviour could be a threat to CeeGee's economic sustainability • why showrooming provides an opportunity for CeeGee's to develop its brand • TWO solutions that CeeGee's could implement in response to the changes in consumer behaviour in the retail industry • TWO reasons why opening a new store in the South Island may prove to be unsuccessful as a growth strategy • why an ineffective growth strategy could impact CeeGee's economic sustainability • TWO solutions that CeeGee's could implement to operate a new store successfully. <p>(Answers will typically state relevant examples, business knowledge, and / or Māori business concept(s).)</p>	<p>Fully explains:</p> <ul style="list-style-type: none"> • how showrooming provides an opportunity for CeeGee's to develop its brand • how EACH solution could address the changes in consumer behaviour in the retail industry • how an ineffective growth strategy could impact CeeGee's economic sustainability • how EACH solution would ensure that opening a new store in the South Island is a success. <p>(Answers will typically include relevant examples, business knowledge, and / or Māori business concept(s) to support explanations.)</p>	<ul style="list-style-type: none"> • Fully explains TWO solutions that CeeGee's could implement in response to the changes in consumer behaviour. <p>AND</p> <p>Justifies, with TWO reasons, which solution would be more successful than the other</p> <ul style="list-style-type: none"> • Fully explains TWO solutions that CeeGee's could implement to operate a new store successfully. <p>AND</p> <ul style="list-style-type: none"> • Justifies, with TWO reasons, which solution is likely to be more effective to implement than the other. <p>(Answers will typically integrate relevant examples, business knowledge, and / or Māori business concept(s) to support explanations.)</p>

N1	N2	A3	A4	M5	M6	E7	E8
Very little Achievement evidence.	Some Achievement evidence, partial explanations.	Most Achievement evidence.	Nearly all Achievement evidence.	Some Merit evidence.	Most Merit evidence.	Some Excellence evidence. One part may be weaker.	All Excellence evidence points covered.

N0 = No response; no relevant evidence.

Cut Scores

Not Achieved	Achievement	Achievement with Merit	Achievement with Excellence
0–2	3–4	5–6	7–8