

Economics and Business Educators
2006
Trial Higher School Certificate Examination

BUSINESS STUDIES
MARKING GUIDELINES

Section I

Suggested answers

1. C
2. B
3. A
4. B
5. B
6. B
7. B
8. D
9. B
10. C
11. B
12. A
13. D
14. C
15. B
16. B
17. D
18. B
19. C
20. C

Section II

Question 21 (5 marks)

Custard the Clown gets most of his work through a booking agent, who wants to retire at the end of the month for health reasons; consequently the agent isn't actively seeking work for Custard.

(a) Outline the importance of effective management.

2 marks	<ul style="list-style-type: none">• Indicates the main features of the importance of effective management• May use relevant business terminology
1 mark	<ul style="list-style-type: none">• Briefly indicates the main features of the importance of effective management• May include irrelevant or incorrect information

(b) Discuss the responsibilities the booking agent has to his clients.

3 marks	<ul style="list-style-type: none">• Identifies several issues regarding the responsibilities of the booking agent to his clients• Uses relevant business terminology
2 marks	<ul style="list-style-type: none">• Identifies some issues regarding the responsibilities of the booking agent to his clients• May use relevant business terminology
1 mark	<ul style="list-style-type: none">• Identifies one issue regarding the responsibilities of the booking agent to his clients• May include irrelevant or incorrect information

Question 22 (10 marks)

Stumpy is an Australian surf wear company that is investigating European markets for its products.

(a) Define 'global branding'.

2 marks	<ul style="list-style-type: none">Clearly shows meaning and identifies the essential qualities of global brandingMay use relevant business terminology
1 mark	<ul style="list-style-type: none">Shows meaning of global brandingMay include irrelevant or incorrect information

(b) Describe TWO reasons that Stumpy is considering this expansion

2 marks	<ul style="list-style-type: none">Provides several characteristics and features of Stumpy's reasons for expansionMay use relevant business terminology
1 mark	<ul style="list-style-type: none">Provides some characteristics and features of Stumpy's reasons for expansionMay include irrelevant or incorrect information

(c) Contrast the political and social/cultural issues that could affect this decision.

5- 6 marks	<ul style="list-style-type: none">Shows in detail several differences between the political and social/cultural issues that could affect this decisionUses relevant business terminology
3 - 4 marks	<ul style="list-style-type: none">Shows in several differences between the political and social/cultural issues that could affect this decisionMay use relevant business terminology
1 - 2 marks	<ul style="list-style-type: none">Gives differences between the political and social/cultural issues that could affect this decisionMay include irrelevant or incorrect information

Question 23

(a) Calculate the working capital of Grantham Pty Ltd

2 marks	<ul style="list-style-type: none">Working capital is correctly calculated as \$4000
1 mark	<ul style="list-style-type: none">Working capital is incorrectly calculated but supporting working out etc indicates a simple error in calculation

(b) Assess the liquidity of the business

3 marks	<ul style="list-style-type: none">Makes a detailed and correct judgement of the value or size of the liquidity of the businessUses relevant business terminology
2 marks	<ul style="list-style-type: none">Makes a correct judgement of the value or size of the liquidity of the businessMay use relevant business terminology
1 mark	<ul style="list-style-type: none">Makes a judgement of the value or size of the liquidity of the businessMay include irrelevant or incorrect information

(c) Analyse the solvency of this business and make recommendations as to how it may be improved.

4 - 5 marks	<ul style="list-style-type: none">Identifies the solvency level of this business and relates the implications of thisProvides several reasons in favour of how it can be improvedUses relevant business terminology
2 - 3 marks	<ul style="list-style-type: none">Identifies the solvency level of this businessProvides some reasons in favour of how it can be improvedMay use relevant business terminology
1 mark	<ul style="list-style-type: none">Identifies the solvency level of this businessMay provide limited reasons in favour of how it can be improvedMay include irrelevant or incorrect information

Question 24

(a) Identify the type of distribution channel Corey and Corina have chosen.

1 mark	<ul style="list-style-type: none">• Recognises and names the type of distribution channel Corey and Corina have chosen
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(b) Outline the processes Corey and Corina could utilise in conducting market research for their product.

2 marks	<ul style="list-style-type: none">• Indicates the main features of the processes Corey and Corina could utilise in conducting market research for their product• Uses relevant business terminology
1 mark	<ul style="list-style-type: none">• Indicates a process Corey and Corina could utilise in conducting market research for their product• May include irrelevant or incorrect information

(c) Describe the conditions implied by the law in the sale of products such as MP3 covers.

3 marks	<ul style="list-style-type: none">• Provides several relevant characteristics and features of the conditions implied by the law in the sale of products such as MP3 covers• Uses relevant business terminology
2 marks	<ul style="list-style-type: none">• Provides some characteristics and features of the conditions implied by the law in the sale of products such as MP3 covers• May use relevant business terminology
1 mark	<ul style="list-style-type: none">• Provides a characteristic or feature of the conditions implied by the law in the sale of products such as MP3 covers• May include irrelevant or incorrect information

(d) Discuss the pricing tactics Corey and Corina could use in marketing their product.

3 - 4 marks	<ul style="list-style-type: none">• Identifies the issues relating to the pricing tactics Corey and Corina could use in marketing their product• Provides points for and against the pricing tactics Corey and Corina could use in marketing their product• Uses relevant business terminology
1 - 2 marks	<ul style="list-style-type: none">• Identifies an issue relating to the pricing tactics Corey and Corina could use in marketing their product• May provides some points for and against the pricing tactics Corey and Corina could use in marketing their product• Uses relevant business terminology

Question 25

(a) Define 'industrial conflict'.

1 mark	<ul style="list-style-type: none">• States the meaning of industrial conflict
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(b) Outline the role of one stakeholder in resolving an industrial conflict.

1 mark	<ul style="list-style-type: none">• Sketches in general terms the role of <u>one</u> stakeholder in resolving an industrial conflict
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(c) Analyse the benefits of employers acting responsibly and ethically in their behaviour in employment relations procedures.

3 marks	<ul style="list-style-type: none">• Draws out and relates several implications of the benefits of employers acting responsibly and ethically in their behaviour in employment relations procedures• Uses relevant business terminology
2 marks	<ul style="list-style-type: none">• Draws out some implications of the benefits of employers acting responsibly or ethically in their behaviour in employment relations procedures• May use relevant business terminology
1 mark	<ul style="list-style-type: none">• Refers to implications of the benefits of employers acting responsibly or ethically in their behaviour in employment relations procedures• May include irrelevant or incorrect information

Section III

Question 26

Criteria	Marks
<ul style="list-style-type: none">• Sketches in general terms the financial implications of the current position on the business• Provides many reasons in favour of strategies to avert potential industrial conflict with employees• Puts forward several marketing strategies to reposition the product to its customers.• Presents a sustained logical and well-structured business report and clearly communicates using features of a business report with relevant business terminology and concepts	17 - 20
<ul style="list-style-type: none">• Sketches in general terms the financial implications of the current position on the business• Provides some reasons in favour of strategies to avert potential industrial conflict with employees• Puts forward some marketing strategies to reposition the product to its customers• Presents a well-organised business report and uses relevant business terminology and concepts	13 -16
<ul style="list-style-type: none">• Sketches in general terms the financial implications of the current position on the business• Provides limited reasons in favour of strategies to avert potential industrial conflict with employees• Puts forward limited marketing strategies to reposition the product to its customers• Includes features of a business report and uses some business terminology and concepts	9 – 12
<ul style="list-style-type: none">• Refers to the financial implications of the current position on the business• Mentions strategies to avert potential industrial conflict with employees• Refers to marketing strategies to reposition the product to its customers• Includes some features of a business report and uses basic business terminology	5 – 8
<ul style="list-style-type: none">• Refers to the current position of the business• Mentions strategies to avert potential industrial conflict• Refers to marketing strategy/ies• Uses basic business terminology	1 – 4

Section IV

Question 27

Criteria	Marks
<ul style="list-style-type: none">• Gives detailed reasons for the changing nature of global markets• Draws out clearly and relates in detail the implications of the impact of this on how businesses manage change• Clearly supports response with reference to relevant case study/studies• Presents a sustained, logical and well-structured answer and clearly communicates using relevant business terminology and concepts	17 - 20
<ul style="list-style-type: none">• Gives clear reasons for the changing nature of global markets• Draws out and relates with some detail the implications of the impact of this on how businesses manage change• Makes reference to relevant case study/studies• Presents a well-organised answer and uses relevant business terminology and concepts	13 -16
<ul style="list-style-type: none">• Gives reasons for the changing nature of global markets• Draws out and relates the implications of the impact of this on how businesses manage change• May make reference to relevant case study/studies• Communicates using business terminology and concepts	9 – 12
<ul style="list-style-type: none">• Gives limited reasons for the changing nature of global markets• Refers to the implications of the impact of this on how businesses manage change• May make reference to case study/studies• Communicates using some business terminology	5 – 8
<ul style="list-style-type: none">• Refers to the changing nature of global markets• Refers to how businesses manage change• Uses basic business terminology	1 – 4

Question 28

Criteria	Marks
<ul style="list-style-type: none">• Gives detailed reasons for the growth of the global economy• Draws out clearly and relates in detail the implications of the impact of this on the social responsibilities of business• Clearly supports response with reference to relevant case study/studies• Presents a sustained, logical and well-structured answer and clearly communicates using relevant business terminology and concepts	17 - 20
<ul style="list-style-type: none">• Gives clear reasons for the growth of the global economy• Draws out and relates with some detail the implications of the impact of this on the social responsibilities of business• Makes reference to relevant case study/studies• Presents a well-organised answer and uses relevant business terminology and concepts	13 -16
<ul style="list-style-type: none">• Gives reasons for the growth of the global economy• Draws out and relates the implications of the impact of this on the social responsibilities of business• May make reference to relevant case study/studies• Communicates using business terminology and concepts	9 – 12
<ul style="list-style-type: none">• Gives limited reasons for the growth of the global economy• Refers to the implications of the impact of this on the social responsibilities of business• May make reference to case study/studies• Communicates using some business terminology	5 – 8
<ul style="list-style-type: none">• Refers to the global economy• Refers to the responsibilities of business• Uses basic business terminology	1 – 4