



B O A R D O F S T U D I E S
NEW SOUTH WALES

2009 HSC Business Studies Marking Guidelines

Section I

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

Section II

Question 21 (a)

Outcomes assessed: H2.1

MARKING GUIDELINES

Criteria	Marks
• Names TWO features of an employment contract	2
• Names ONE feature of an employment contract	1

Question 21 (b) (i)

Outcomes assessed: H2.1

MARKING GUIDELINES

Criteria	Marks
• Sketches in general terms TWO advantages of using casual employment contracts for a business	2
• Sketches in general terms ONE advantage of using casual employment contracts for a business OR • Recognises and names TWO advantages of using casual employment contracts for a business	1

Question 21 (b) (ii)

Outcomes assessed: H2.1

MARKING GUIDELINES

Criteria	Marks
• Sketches in general terms TWO disadvantages of using casual employment contracts for a business	2
• Sketches in general terms ONE disadvantage of using casual employment contracts for a business OR • Recognises and names TWO disadvantages of using casual employment contracts for a business	1

Question 22 (a)*Outcomes assessed: H2.1***MARKING GUIDELINES**

Criteria	Marks
• Names TWO relevant skills the manager would need to minimise staff dissatisfaction when implementing the new roster	2
• Names ONE relevant skill the manager would need to minimise staff dissatisfaction when implementing the new roster	1

Question 22 (b)*Outcomes assessed: H2.1, H3.2***MARKING GUIDELINES**

Criteria	Marks
• Provides why and/or how relevant strategies are used to reconcile a potential conflict of interest	3–4
• Provides characteristics and features of a reconciliation strategy	2
• Refers to a conflict of interest OR • Refers to a reconciliation strategy	1

Question 23 (a)*Outcomes assessed: H2.2, H3.3***MARKING GUIDELINES**

Criteria	Marks
• Provides characteristics and features of ONE social or cultural influence that managers should consider when conducting business with overseas clients	2
• Sketches in general terms ONE social or cultural influence that managers should consider when conducting business with overseas clients	1

Question 23 (b)
Outcomes assessed: H2.2, H3.3
MARKING GUIDELINES

Criteria	Marks
<ul style="list-style-type: none"> • Draws out and relates the impact that TWO financial influences have on a business wishing to export OR <ul style="list-style-type: none"> • Draws out and relates the impact that ONE financial influence has on a business wishing to export AND provides why and/or how another influence impacts 	5–6
<ul style="list-style-type: none"> • Provides why and/or how TWO financial influences impact on a business wishing to export OR <ul style="list-style-type: none"> • Draws out and relates the impact that ONE financial influence has on a business wishing to export AND sketches in general terms another OR <ul style="list-style-type: none"> • Provides why and/or how ONE financial influence impacts on a business wishing to export and provides characteristics and features of another 	4
<ul style="list-style-type: none"> • Provides characteristics and features of TWO financial influences on a business wishing to export OR <ul style="list-style-type: none"> • Provides why and/or how ONE financial influence impacts on a business wishing to export and sketches in general terms another OR <ul style="list-style-type: none"> • Draws out and relates the impact that ONE financial influence has on a business wishing to export 	3
<ul style="list-style-type: none"> • Sketches in general terms TWO financial influences on a business wishing to export OR <ul style="list-style-type: none"> • Provides characteristics and features of a financial influence that impacts on a business wishing to export 	2
<ul style="list-style-type: none"> • Names ONE or TWO financial influences on business OR <ul style="list-style-type: none"> • Sketches in general terms ONE financial influence on a business wishing to export 	1

Question 24 (a)*Outcomes assessed: H2.1, H3.3***MARKING GUIDELINES**

Criteria	Marks
<ul style="list-style-type: none">Provides characteristics and features of ONE advantage AND ONE disadvantage for a business obtaining finance through the Australian Stock Exchange	4
<ul style="list-style-type: none">Provides characteristics and features of ONE advantage OR ONE disadvantage for a business obtaining finance through the Australian Stock Exchange AND sketches in general terms the other	3
<ul style="list-style-type: none">Sketches in general terms ONE advantage AND ONE disadvantage for a business obtaining finance through the Australian Stock Exchange OR <ul style="list-style-type: none">Provides characteristics and features of ONE advantage OR ONE disadvantage for a business obtaining finance through the Australian Stock Exchange	2
<ul style="list-style-type: none">Makes reference to the operations of the Australian Stock Exchange OR <ul style="list-style-type: none">Sketches in general terms either ONE advantage or ONE disadvantage for a business obtaining finance through the Australian Stock Exchange	1

Question 24 (b)*Outcomes assessed: 2.1, H3.3, H4.2***MARKING GUIDELINES**

Criteria	Marks
<ul style="list-style-type: none">Makes a sound judgement based on criteria of the use of debt financing to fund a major expansion into new productsDemonstrates comprehensive knowledge and understanding of debt financing	5-6
<ul style="list-style-type: none">Provides why and/or how debt financing can be used to fund a major expansion into new productsDemonstrates knowledge and understanding of debt financing	3-4
<ul style="list-style-type: none">Provides some characteristics and features of debt financing	1-2

Question 25 (a)*Outcomes assessed: H2.1***MARKING GUIDELINES**

Criteria	Marks
• States meaning and identifies essential qualities of customer orientation	2
• Identifies some qualities of customer orientation	1

Question 25 (b)*Outcomes assessed: H2.1, H4.1***MARKING GUIDELINES**

Criteria	Marks
• Provides how TWO features of the advertisement could be seen as deceptive or misleading • Demonstrates sound reasoning	3–4
• Identifies TWO features of the advertisement that could be seen as deceptive or misleading • Provides how ONE feature of the advertisement could be seen as deceptive or misleading	2
• Refers to ONE feature of the advertisement that could be seen as deceptive or misleading	1

Question 25 (c)*Outcomes assessed: H1.2, H2.1, H4.1***MARKING GUIDELINES**

Criteria	Marks
• Makes a sound judgement of the likely impact of using this advertisement to achieve the business objective	3–4
• Sketches in general terms the likely impact of using this advertisement to achieve the business objective	1–2

Section III

Question 26

Outcomes assessed: H2.1, H2.2, H3.3, H5.3

MARKING GUIDELINES

Criteria	Marks
<ul style="list-style-type: none"> • Presents a sustained, logical and well-structured answer and clearly communicates in the form of a business report using relevant business terminology and concepts and information provided • Sketches in general terms TWO relevant social responsibilities that DalinX has in managing its business • Provides reasons in favour of ONE relevant global marketing strategy that DalinX could use to achieve differentiation of its stores in Asia • Makes evident the relationship between TWO key influences on employment relations and DalinX's management of its employees 	17–20
<ul style="list-style-type: none"> • Presents a well-organised business report using relevant business terminology and concepts and information provided • Sketches in general terms TWO social responsibilities that DalinX has in managing its business • Provides reasons in favour of ONE global marketing strategy that DalinX could use to achieve differentiation of its stores in Asia • Shows some relationship between TWO key influences on employment relations and DalinX's management of employees 	13–16
<ul style="list-style-type: none"> • Includes features of a business report and uses some business terminology and concepts, may refer to information provided • Refers to social responsibilities for DalinX • Provides characteristics and features of ONE global marketing strategy • Provides characteristics and features of TWO key influences on employment relations 	9–12
<ul style="list-style-type: none"> • May include some features of a business report and uses basic business terminology • Names social responsibilities • Sketches in general terms a marketing strategy and/or influences on employment relations 	5–8
<ul style="list-style-type: none"> • Uses basic business terminology • May mention social responsibility • May make reference to marketing and/or employment relations 	1–4

Section IV

Question 27

Outcomes assessed: H2.1, H3.3, H4.2, H5.3

MARKING GUIDELINES

Criteria	Marks
<ul style="list-style-type: none">• Presents a sustained, logical and well-structured answer and clearly communicates using relevant business terminology and concepts• Clearly supports response with reference to relevant business case study/studies• Clearly shows the implications of the relationship between the type of customer a business has and its marketing strategies AND its financial planning cycle	17–20
<ul style="list-style-type: none">• Presents a well-organised answer and uses relevant business terminology and concepts• Makes reference to relevant business case study/studies• Shows some relationship between the type of customer a business has and the development of its marketing strategies AND its financial planning cycle	13–16
<ul style="list-style-type: none">• Communicates using business terminology and concepts• May make reference to business case/studies• Provides some links between type of customer and marketing strategies OR the financial planning cycle	9–12
<ul style="list-style-type: none">• Communicates using some business terminology• May make reference to case/studies• Sketches in general terms customers OR marketing OR finance	5–8
<ul style="list-style-type: none">• Uses basic business terminology• May refer to customers OR marketing OR finance	1–4

Question 28*Outcomes assessed: H2.1, H3.2, H3.3, H5.3***MARKING GUIDELINES**

Criteria	Marks
<ul style="list-style-type: none">• Presents a sustained, logical and well-structured answer and clearly communicates using relevant business terminology and concepts• Clearly supports response with reference to relevant business case study/studies• Clearly shows the implications of the relationship between the market research process and the development of the marketing plan AND the achievement of the objectives of financial management	17–20
<ul style="list-style-type: none">• Presents a well-organised answer and uses relevant business terminology and concepts• Makes reference to relevant business case study/studies• Makes evident the relationship between the market research process and the development of the marketing plan AND the achievement of the objectives of financial management	13–16
<ul style="list-style-type: none">• Communicates using business terminology and concepts• May make reference to business case study/studies• Provides some links between the market research process and the development of the marketing plan OR the achievement of the objectives of financial management	9–12
<ul style="list-style-type: none">• Communicates using some business terminology• May mention business case studies• Sketches in general terms market research OR marketing OR finance	5–8
<ul style="list-style-type: none">• Uses basic business terminology• May refer to market research OR marketing OR finance	1–4

Business Studies

2009 HSC Examination Mapping Grid

Question	Marks	Content	Syllabus outcomes
Section I			
1	1	Marketing – nature and role of marketing	H2.1
2	1	Employment relations – industrial conflict	H2.1
3	1	Financial planning and management – effective working capital management	H4.2
4	1	Business management change – nature of management	H4.1
5	1	Marketing – developing marketing strategies	H2.1
6	1	Employment relations – industrial conflict	H4.2
7	1	Global business – global business strategy	H3.2
8	1	Management and change – understanding business organisations with reference to management theories	H3.1
9	1	Global business – management responsibility in a global environment	H4.1
10	1	Business management and change – managing change	H3.2, H4.2
11	1	Global business – managing global business	H2.2, H4.2
12	1	Financial planning and management – using financial information	H5.1, H5.4
13	1	Employment relations – effective employment relations	H3.2, H4.2
14	1	Financial management and change – using financial information	H5.1, H5.4
15	1	Financial management and change – using financial information	H5.1, H5.4
16	1	Global business – managing global business	H2.2, H3.2
17	1	Financial planning and management – ethical and legal aspects	H4.1
18	1	Global business – specific influences on global business	H1.1, H4.2
19	1	Management and change – managing change	H3.2, H3.3
20	1	Employment relations – nature of employment relations	H2.1

Question	Marks	Content	Syllabus outcomes
Section II			
21 (a)	2	Employment relations – legal framework of employment	H2.1
21 (b)	4	Legal framework of employment	H2.1
22 (a)	2	Business management and change – the nature of management	H2.1
22 (b)	4	The nature of management	H2.1, H3.2
23 (a)	2	Global business – specific influences on global business	H2.2, H3.3
23 (b)	6	Specific influences on global business	H2.2, H3.3
24 (a)	4	Financial planning and management – financial markets relevant to business financial needs	H2.1, H3.3
24 (b)	6	Financial planning and management – management of funds	H2.1, H3.3, H4.2
25 (a)	2	Marketing – nature and role of markets and marketing	H2.1
25 (b)	4	Ethical and legal aspects of marketing	H2.1, H4.1
25 (c)	4	Nature and role of markets and marketing	H1.2, H2.1, H4.1
Section III			
26	20	Business management and change: <ul style="list-style-type: none"> – Managing change – Change and social responsibility Global business: <ul style="list-style-type: none"> – Managing global business Employment relations: <ul style="list-style-type: none"> – Key influences on employment relations 	H2.1, H2.2, H3.3, H5.3
Section IV			
27	20	Marketing: <ul style="list-style-type: none"> – Customers and buyer behaviour – Developing marketing strategies Financial planning and management: <ul style="list-style-type: none"> – Role of financial planning 	H2.1, H3.3, H4.2, H5.3
28	20	Marketing: <ul style="list-style-type: none"> – Market research process – Elements of the marketing plan Financial planning and management: <ul style="list-style-type: none"> – Role of financial planning 	H2.1, H3.2, H3.3, H5.3