



BOARD OF STUDIES
NEW SOUTH WALES

2011 HSC Business Studies Marking Guidelines

Section I

Multiple-choice Answer Key

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

Section II

Question 21 (a)

Criteria	Marks
• Provides a detailed explanation of how ONE change model can be used to manage change effectively	4
• Provides some explanation of how ONE change model can be used to manage change effectively	3
• Outlines ONE change model OR outlines how to manage change effectively	2
• Refers to ONE change model OR makes a general statement about managing change	1

Question 21 (b)

Criteria	Marks
• Identifies a conflict between TWO stakeholders that has arisen as a result of change and clearly shows how this conflict can be reconciled	4
• Identifies TWO stakeholders and shows how their conflict could be reconciled	3
• Identifies TWO relevant stakeholders and refers to a conflict OR • Refers to a conflict and shows how this conflict can be reconciled	2
• Identifies stakeholders or a conflict or a method of reconciliation	1

Question 22 (a)

Criteria	Marks
• Shows working of the formula for gross profit ratio and states correct answer	2
• Shows working of the formula for gross profit ratio OR states correct answer (with no working)	1

Question 22 (b)

Criteria	Marks
<ul style="list-style-type: none"> Provides why and/or how ONE appropriate cost control strategy and ONE appropriate revenue control strategy will improve profitability 	6
<ul style="list-style-type: none"> Provides why and/or how ONE appropriate cost or ONE revenue control strategy will improve profitability AND <ul style="list-style-type: none"> Provides characteristics and features of one appropriate cost or revenue control strategy 	5
<ul style="list-style-type: none"> Provides why and/or how ONE appropriate cost or ONE revenue control strategy will improve profitability AND sketches in general terms one appropriate cost or revenue control strategy OR <ul style="list-style-type: none"> Provides characteristics and features of ONE appropriate cost control strategy and ONE appropriate revenue control strategy 	4
<ul style="list-style-type: none"> Provides why and/or how ONE appropriate cost or ONE revenue control strategy will improve profitability OR <ul style="list-style-type: none"> Provides characteristics and features of ONE appropriate cost or ONE revenue control strategy AND sketches in general terms one appropriate cost or revenue control strategy 	3
<ul style="list-style-type: none"> Provides characteristics and features of ONE appropriate cost or ONE revenue control strategy OR <ul style="list-style-type: none"> Sketches in general terms ONE cost control strategy and ONE revenue control strategy 	2
<ul style="list-style-type: none"> Sketches in general terms ONE cost or ONE revenue control strategy OR <ul style="list-style-type: none"> States one cost and one revenue control strategy 	1

Question 23 (a)

Criteria	Marks
<ul style="list-style-type: none"> Sketches in general terms ONE cause of industrial conflict 	2
<ul style="list-style-type: none"> Identifies a cause of conflict 	1

Question 23 (b)

Criteria	Marks
<ul style="list-style-type: none"> Provides how and/or why ONE financial cost and ONE financial benefit results from industrial conflict 	4
<ul style="list-style-type: none"> Provides how and/or why ONE financial cost or ONE financial benefit results from industrial conflict AND <ul style="list-style-type: none"> Sketches in general terms the other financial cost or financial benefit of industrial conflict 	3
<ul style="list-style-type: none"> Provides how and/or why ONE financial cost or ONE financial benefit results from industrial conflict OR <ul style="list-style-type: none"> Sketches in general terms ONE financial cost and ONE financial benefit of industrial conflict 	2
<ul style="list-style-type: none"> Sketches in general terms ONE financial cost or ONE financial benefit of industrial conflict OR <ul style="list-style-type: none"> Identifies ONE financial cost and ONE financial benefit of industrial conflict 	1

Question 24 (a)

Criteria	Marks
<ul style="list-style-type: none"> Shows how market research will help Sam and Jody determine their target market 	2
<ul style="list-style-type: none"> Sketches market research in general terms 	1

Question 24 (b)

(i) Primary Data

Criteria	Marks
<ul style="list-style-type: none"> Provides a reason in favour of ONE method of primary data collection 	2
<ul style="list-style-type: none"> Sketches in general terms ONE method of primary data collection 	1

(ii) Secondary Data

Criteria	Marks
<ul style="list-style-type: none"> Provides a reason in favour of ONE method of secondary data collection 	2
<ul style="list-style-type: none"> Sketches in general terms ONE method of secondary data collection 	1

Question 24 (c)

Criteria	Marks
<ul style="list-style-type: none"> Clearly provides points for and/or against a pricing strategy that could be used by Sam and Jody to attract customers 	4
<ul style="list-style-type: none"> Provides points for and/or against a pricing strategy that could be used by Sam and Jody to attract customers 	3
<ul style="list-style-type: none"> Sketches in general terms a pricing strategy that could be used 	2
<ul style="list-style-type: none"> Identifies one pricing strategy 	1

Question 25 (a)

Criteria	Marks
<ul style="list-style-type: none"> Sketches in general terms ONE appropriate method of payment which would reduce financial risk for an exporter 	2
<ul style="list-style-type: none"> Recognises and names ONE method of payment to reduce risk 	1

Question 25 (b)

Criteria	Marks
<ul style="list-style-type: none"> Draws out and relates the implications of TWO financial influences on global business 	6
<ul style="list-style-type: none"> Draws out and relates the implications of ONE financial influence on global business AND provides characteristics and features of ONE financial influence on global business 	5
<ul style="list-style-type: none"> Provides characteristics and features of TWO financial influences on global business 	4
<ul style="list-style-type: none"> Provides characteristics and features of ONE financial influence on global business AND sketches in general terms ONE financial influence on global business 	3
<ul style="list-style-type: none"> Sketches in general terms TWO financial influences on global business OR <ul style="list-style-type: none"> Provides characteristics and features of ONE financial influence on global business 	2
<ul style="list-style-type: none"> Recognises and names TWO financial influences on global business OR <ul style="list-style-type: none"> Sketches in general terms ONE financial influence on global business 	1

Section III

Question 26

Criteria	Marks
<ul style="list-style-type: none"> • Presents a sustained, logical and cohesive business report integrating relevant business terminology and concepts • Makes effective use of the information provided, demonstrating extensive knowledge and understanding relevant to the question • Provides characteristics and features of TWO possible legal or ethical aspects of marketing • Clearly provides reasons in favour of TWO strategies for ONE financial issue shown in the data, in detail • Makes a clear judgement of the possible impacts of the introduction of new communications systems on employment relations 	17–20
<ul style="list-style-type: none"> • Presents a logical and cohesive business report and uses relevant business terminology and concepts • Makes some use of the information provided demonstrating knowledge and understanding of the question • Provides characteristics and features of ONE possible legal or ethical aspect of marketing AND sketches in general terms ONE possible legal or ethical aspect of marketing • Provides reasons in favour of TWO strategies for ONE financial issue shown in the data • Makes a judgement about the possible impacts of the introduction of new communications systems 	13–16
<ul style="list-style-type: none"> • Includes features of a business report and uses some business terminology and concepts • Provides characteristics and features of ONE possible legal or ethical aspect of marketing OR sketches in general terms TWO possible legal or ethical aspects of marketing • Provides characteristics and features of ONE strategy for ONE financial issue OR sketches in general terms TWO strategies for ONE financial issue shown in the data • Provides some characteristics and features of communications systems 	9–12
<ul style="list-style-type: none"> • Includes some features of a business report and uses basic business terminology • Sketches in general terms ONE legal or ethical aspect of marketing • Sketches in general terms some aspect of financial management • Sketches in general terms some features of employment relations 	5–8
<ul style="list-style-type: none"> • Uses basic terminology • May make reference to marketing • May refer to an aspect of finance • May make reference to employment relations 	1–4

Section IV

Question 27

Criteria	Marks
<ul style="list-style-type: none">• Presents a sustained, logical and cohesive response and communicates clearly using relevant business terminology and concepts• Clearly shows the implications of the relationship between internal AND/OR external sources of change in creating reasons for international expansion• Integrates relevant case study/studies	17–20
<ul style="list-style-type: none">• Presents a logical and cohesive response using relevant terminology and concepts• Makes evident the relationship between internal AND/OR external sources of change and reasons for international expansion• Uses relevant case study/studies	13–16
<ul style="list-style-type: none">• Communicates using business terminology and concepts• Provides characteristics and features of sources of change AND/OR reasons for international expansion• May make some reference to case study/studies	9–12
<ul style="list-style-type: none">• Communicates using some business terminology and concepts• Makes some reference to sources of change OR reasons for international expansion• May make limited reference to case study/studies	5–8
<ul style="list-style-type: none">• Uses basic business terminology• May refer to case study/studies• May make reference to sources of change OR international expansion	1–4

Question 28

Criteria	Marks
<ul style="list-style-type: none"> • Presents a sustained, logical and cohesive response and communicates clearly using relevant business terminology and concepts • Clearly relates the implications of the relationship between management skills and managing global employment relations • Integrates relevant case study/studies 	17–20
<ul style="list-style-type: none"> • Presents a logical and cohesive response using relevant business terminology and concepts • Makes evident the relationship between management skills and managing global employment relations • Uses relevant case study/studies 	13–16
<ul style="list-style-type: none"> • Communicates using relevant business terminology and concepts • Provides characteristics and features of management skills AND managing global employment relations • May make some reference to case study/studies 	9–12
<ul style="list-style-type: none"> • Communicates using some business terminology and concepts • Makes some reference to management skills OR managing employment relations in business • May make limited reference to case study/studies 	5–8
<ul style="list-style-type: none"> • Uses basic business terminology • May make reference to management skills or employment relations • May refer to case study/studies 	1–4

Business Studies

2011 HSC Examination Mapping Grid

Section I

Question	Marks	Content	Syllabus outcomes
1	1	Marketing	H2.1
2	1	Employment relations	H2.1
3	1	Global business	H2.2, H3.2
4	1	Business management and change	H3.2
5	1	Employment relations	H2.1, H3.2
6	1	Employment relations	H4.1
7	1	Global business	H1.1, H2.2
8	1	Financial planning and management	H4.1
9	1	Marketing	H3.2
10	1	Business management and change	H3.1
11	1	Business management and change	H3.3, H4.2
12	1	Financial planning and management	H5.1, H5.4
13	1	Global business	H1.1
14	1	Employment relations	H2.1
15	1	Global business	H1.1
16	1	Employment relations	H4.2
17	1	Financial planning and management	H2.1
18	1	Employment relations	H2.1
19	1	Financial planning and management	H5.1
20	1	Business management and change	H4.1

Section II

Question	Marks	Content	Syllabus outcomes
21 (a)	4	Business management and change	H3.1, H3.2, H3.3
21 (b)	4	Business management and change	H3.1, H3.2, H3.3
22 (a)	2	Financial planning and management	H5.6
22 (b)	6	Financial planning and management	H2.1, H3.1, H4.2
23 (a)	2	Employment relations	H2.2
23 (b)	4	Employment relations	H2.2, H3.3, H4.2
24 (a)	2	Marketing	H2.1
24 (b)	4	Marketing	H3.1, H3.2
24 (c)	4	Marketing	H3.1, H3.2
25 (a)	2	Global business	H2.1
25 (b)	6	Global business	H1.1, H2.1

Section III

Question	Marks	Content	Syllabus outcomes
26	20	Employment relations Marketing, Financial planning and management	H1.2, H2.1, H3.2, H4.1, H5.3

Section IV

Question	Marks	Content	Syllabus outcomes
27	20	Business management and change Global business	H1.1, H2.1, H2.2, H3.2, H4.2, H5.3
28	20	Business management and change Global business	H1.1, H2.1, H2.2, H3.2, H4.1, H4.2, H5.3