



BOARD OF STUDIES
NEW SOUTH WALES

2012 HSC Business Studies Marking Guidelines

Section I

Multiple-choice Answer Key

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

Section II

Question 21 (a)

Criteria	Marks
<ul style="list-style-type: none">Provides how ethically and socially responsible behaviour leads to at least TWO benefits for a business	4
<ul style="list-style-type: none">Provides how ethically and socially responsible behaviour leads to ONE benefit for a business AND <ul style="list-style-type: none">Sketches in general terms ONE benefit from OR example of ethical and socially responsible behaviour	3
<ul style="list-style-type: none">Provides how and/or why ethically and socially responsible behaviour leads to ONE benefit for a business OR <ul style="list-style-type: none">Sketches in general terms at least TWO benefits from OR examples of ethical and socially responsible behaviour	2
<ul style="list-style-type: none">Sketches in general terms ONE example of ethical and socially responsible behaviour OR <ul style="list-style-type: none">ONE benefit for a business	1

Question 21 (b)

Criteria	Marks
<ul style="list-style-type: none">Provides a thorough explanation as to why a business may be resistant to meeting its corporate social responsibilities	4
<ul style="list-style-type: none">Provides a general explanation why a business may be resistant to meeting its corporate social responsibilities	3
<ul style="list-style-type: none">Provides a limited explanation why a business may be resistant to change/meeting corporate social responsibility	2
<ul style="list-style-type: none">Makes some reference to either resistance to change OR corporate social responsibility	1

Question 22 (a)

Criteria	Marks
• Shows correct working and answer for current ratio	2
• States correct working but incorrect final calculation	1
OR	
• Provides correct answer only	

Question 22 (b)

Criteria	Marks
• Shows correct answer for debt to equity ratio	2
• States correct working but incorrect final calculation	1
OR	
• Provides correct answer only	

Question 22 (c)

Criteria	Marks
• Provides a reason/s why the debt to equity ratio impacts on business performance	4
• Shows a link between a business and its debt to equity ratio	3
• Shows some understanding of debt to equity	2
• Makes a statement about debt and/or equity	1

Question 22 (d)

Criteria	Marks
• Provides how and/or why finance and operations are interdependent and supports answer with at least TWO relevant examples	4
• Provides characteristics and features of the interdependence between finance and operations AND supports answer with ONE relevant example	3
• Sketches in general terms TWO examples of links between finance and operations	2
• Sketches in general terms ONE link between finance and operations	1

Question 23 (a)

Criteria	Marks
• Provides one benefit to XYZ Ltd of using global branding	2
• General statement about global branding OR its benefits	1

Question 23 (b)

Criteria	Marks
• Gives characteristics and features of TWO relevant physical distribution issues	4
• Gives characteristics and features of ONE relevant physical distribution issue AND • Sketches in general terms ONE physical distribution issue	3
• Gives characteristics and features of ONE relevant physical distribution issue OR • Sketches in general terms TWO physical distribution issues	2
• Sketches in general terms ONE physical distribution issue	1

Question 23 (c)

Criteria	Marks
• Clearly draws out and relates implications of the link between marketing and finance when deciding to customise or standardise	5–6
• Explains the link between finance and marketing in XYZ's decision to standardise or customise	3–4
• Sketches in general terms information about marketing and finance	1–2

Question 24 (a)

Criteria	Marks
• Recognises and names TWO relevant HR processes	2
• Recognises and names ONE relevant HR process	1

Question 24 (b) Same criteria to be used for (i) and (ii)

Criteria	Marks
• Makes evident the link between how ONE HR strategy can be effectively used to manage downsizing	3
• Gives characteristics and features of ONE HR strategy to manage downsizing	2
• Sketches in general terms ONE HR strategy	1

Section III

Question 25

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• Clearly provides reasons in favour of human resources strategies which will improve business performance• Clearly provides reasons in favour of operations strategies which will improve business performance	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 reasons in favour of human resources strategies and characteristics and features of operations strategies OR provides reasons in favour of operations strategies and characteristics and features of human resources strategies	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 some human resources strategies and sketches in general terms some operations strategies OR provides characteristics and features of some operations strategies and sketches in general terms some human resources strategies	9–12
<ul style="list-style-type: none">• Includes some features of a business report and uses basic business terminology• Sketches in general terms some aspects of human resources OR operations	5–8
<ul style="list-style-type: none">• Uses basic terminology• May make reference to human resources OR operations	1–4

Section IV

Question 26

Criteria	Marks
<ul style="list-style-type: none">• Presents a sustained, logical and cohesive response and communicates clearly using relevant business terminology and concepts• Shows the implications of the importance of ethical behaviour and government regulation to marketing• Applies relevant case study/studies and contemporary business issues	17–20
<ul style="list-style-type: none">• Presents a logical and cohesive response using relevant terminology and concepts• Makes evident the relationship between ethical behaviour or government regulation and marketing• Uses relevant case study/studies and contemporary business issues	13–16
<ul style="list-style-type: none">• Communicates using business terminology and concepts• Provides characteristics and features of ethical behaviour and/or government regulation in marketing• May make some reference to case study/studies and contemporary business issues	9–12
<ul style="list-style-type: none">• Communicates using some business terminology and concepts• Makes some reference to ethical behaviour and/or government regulation in marketing• May make limited reference to case study/studies and contemporary business issues	5–8
<ul style="list-style-type: none">• Uses basic business terminology• May refer to case study/studies• May make reference to marketing	1–4

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 • Shows the implications of the relationship between different sources of funds and a business's financial objectives • Applies relevant case study/studies and contemporary business issues 	17–20
<ul style="list-style-type: none"> • Presents a logical and cohesive response using relevant terminology and concepts • Makes evident the relationship between different sources of funds and financial objectives • Uses relevant case study/studies and contemporary business issues 	13–16
<ul style="list-style-type: none"> • Communicates using business terminology and concepts • Provides characteristics and features of different sources of funds and/or financial objectives • May make some reference to case study/studies and contemporary business issues 	9–12
<ul style="list-style-type: none"> • Communicates using some business terminology and concepts • Makes some reference to sources of funds and/or financial objectives • May make limited reference to case study/studies and contemporary business issues 	5–8
<ul style="list-style-type: none"> • Uses basic business terminology • May refer to case study/studies • May make reference to finance 	1–4

Business Studies

2012 HSC Examination Mapping Grid

Section I

Question	Marks	Content	Syllabus outcomes
1	1	Human Resources – Role of HR	H2, H6
2	1	Operations – Operations processes	H2, H5
3	1	Marketing – Marketing processes	H5, H6
4	1	Operations – Operations processes	H5
5	1	Human Resources – Key influences	H3
6	1	Marketing – Role of marketing	H2
7	1	Operations – Operations processes	H6
8	1	Finance – Financial management strategies	H2
9	1	Human Resources – Effectiveness of HR	H8
10	1	Human Resources – Strategies of HR	H4
11	1	Operations – Operations strategies	H2
12	1	Human Resources – Strategies of HR	H5
13	1	Human Resources – Strategies of HR	H8
14	1	Operations – Operations processes	H8, H10
15	1	Marketing – Marketing processes	H2
16	1	Human Resources – Key influences	H4
17	1	Marketing – Marketing strategies	H5, H8
18	1	Marketing – Marketing processes	H6
19	1	Marketing – Marketing processes	H6, H8
20	1	Finance – Financial management strategies	H2, H8

Section II

Question	Marks	Content	Syllabus outcomes
21 (a)	4	Operations – Influences	H3, H5
21 (b)	4	Operations – Operations strategies	H3, H5, H6
22 (a)	2	Finance – Processes of financial management	H10
22 (b)	2	Finance – Processes of financial management	H10
22 (c)	4	Finance – Processes of financial management	H5, H10
22 (d)	4	Finance – Role of financial management Operations – Role of operations management	H5, H6, H8
23 (a)	2	Marketing – Marketing strategies	H4
23 (b)	4	Marketing – Marketing strategies	H2, H5

Question	Marks	Content	Syllabus outcomes
23 (c)	6	Marketing – Marketing strategies Finance – Role of financial management	H1, H6, H8
24 (a)	2	Human Resources – Processes in HRM	H4
24 (b)	6	Human Resources – Strategies of HRM – Effectiveness in HRM	H2, H5, H6

Section III

Question	Marks	Content	Syllabus outcomes
25	20	Operations – Operations strategies Human Resources – Strategies of HRM	H2, H4, H5, H6, H7, H9

Section IV

Question	Marks	Content	Syllabus outcomes
26	20	Marketing – Influences on marketing	H1, H2, H3, H6, H7, H8, H9
27	20	Finance – Influences on financial management – Objectives of financial management	H2, H4, H5, H6, H7, H8, H9