

2010 HSC Business Studies Marking Guidelines

Section I

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

Section II

Question 21 (a)

Criteria	Marks
<ul style="list-style-type: none"> Provides characteristics and/or features of ONE named legal influence that the business might have to consider in the choice of market 	2
<ul style="list-style-type: none"> Provides characteristics and/or features of ONE legal influence without naming the influence that the business might have to consider in the choice of market OR <ul style="list-style-type: none"> Recognises and names ONE legal influence that the business might have to consider in the choice of market 	1

Question 21 (b)

Criteria	Marks
<ul style="list-style-type: none"> Clearly makes evident the relationship between the business response and ONE social/cultural influence for an overseas market 	4
<ul style="list-style-type: none"> Attempts to make evident the general relationship between the business response and ONE social/cultural influence for an overseas market 	3
<ul style="list-style-type: none"> Provides characteristics and/or features of a business response for an overseas market OR <ul style="list-style-type: none"> Provides characteristics and/or features of ONE social/cultural influence for an overseas market 	2
<ul style="list-style-type: none"> Recognises and names a business response for an overseas market OR <ul style="list-style-type: none"> Recognises and names ONE social/cultural influence for an overseas market 	1

Question 22 (a)

Criteria	Marks
<ul style="list-style-type: none"> Sketches in general terms a skill of management that Jamie could use in managing this change Uses relevant terminology 	2
<ul style="list-style-type: none"> Sketches in general terms a skill of management that Jamie could use in managing this change but does not use relevant terminology OR <ul style="list-style-type: none"> Uses relevant terminology but does not expand upon this 	1

Question 22 (b)

Criteria	Marks
<ul style="list-style-type: none"> Clearly provides why and/or how ONE management role that Jamie could perform reconciles a conflict of interest that may arise between the stakeholders from this change 	4
<ul style="list-style-type: none"> Attempts to provide why and/or how ONE management role that Jamie could perform reconciles a conflict of interest that may arise between the stakeholders from this change 	3
<ul style="list-style-type: none"> Provides characteristics and features of ONE management role that could be performed by Jamie OR <ul style="list-style-type: none"> Provides characteristics and features of a conflict of interest that may arise between the stakeholders 	2
<ul style="list-style-type: none"> Sketches in general terms ONE management role that could be performed by Jamie in this change OR <ul style="list-style-type: none"> Recognises and names ONE stakeholder and their interest OR <ul style="list-style-type: none"> Recognises and names one management role 	1

Question 23 (a)

Criteria	Marks
<ul style="list-style-type: none"> Sketches in general terms ONE method of primary data collection that could have been used to obtain this market research result 	2
<ul style="list-style-type: none"> Recognises and/or names ONE method of primary data collection that could have been used to obtain this market research result 	1

Question 23 (b)

Criteria	Marks
<ul style="list-style-type: none"> Comprehensively draws out and relates the implications of ONE ethical or ONE legal aspect in the marketing of ENERGO that might impact on the manufacturer 	5–6
<ul style="list-style-type: none"> Provides why and/or how ONE ethical or ONE legal aspect in the marketing of ENERGO might impact on the manufacturer 	4
<ul style="list-style-type: none"> Provides characteristics and/or features of how ONE ethical or ONE legal aspect in the marketing of ENERGO 	3
<ul style="list-style-type: none"> Sketches in general terms ONE ethical or ONE legal aspect in the marketing of ENERGO OR <ul style="list-style-type: none"> Sketches in general terms how ONE ethical or ONE legal aspect in the marketing of ENERGO might impact on the manufacturer 	2
<ul style="list-style-type: none"> Names ONE ethical or ONE legal aspect in the marketing of ENERGO 	1

Question 24 (a)

Criteria	Marks
<ul style="list-style-type: none"> Correctly identifies TWO key influences on employment relations that might have prompted the change to operating hours and provides characteristics and features of these influences 	4
<ul style="list-style-type: none"> Correctly identifies TWO key influences on employment relations that might have prompted the change to operating hours and provides characteristics and features of ONE influence and sketches in general terms ONE influence 	3
<ul style="list-style-type: none"> Correctly identifies TWO key influences on employment relations that might have prompted the change to operating hours OR <ul style="list-style-type: none"> Correctly identifies ONE influence and sketches in general terms ONE influence OR <ul style="list-style-type: none"> Sketches in general terms TWO key influences but does not use correct terminology 	2
<ul style="list-style-type: none"> Identifies ONE key influence on employment relations OR <ul style="list-style-type: none"> Sketches in general terms ONE influence 	1

Question 24 (b)

Criteria	Marks
<ul style="list-style-type: none"> Makes a detailed and comprehensive judgement based on criteria of TWO types of employment contract that would allow for the change to operating hours 	6
<ul style="list-style-type: none"> Makes a sound judgement on criteria of TWO types of employment contract that would allow for the change to operating hours 	5
<ul style="list-style-type: none"> Makes detailed judgement based on criteria of ONE type of employment contract that would allow for the change to operating hours AND sketches another in general terms OR <ul style="list-style-type: none"> Provides why and/or how TWO types of employment contracts would allow for the change to operating hours 	4
<ul style="list-style-type: none"> Sketches in general terms TWO types of employment contract that would allow for the change to operating hours OR <ul style="list-style-type: none"> Makes a detailed and comprehensive judgement based on criteria of ONE type of employment contract that would allow for the change to operating hours 	3
<ul style="list-style-type: none"> Identifies TWO types of employment contract with no reasons for the use of one OR <ul style="list-style-type: none"> Identifies TWO types of employment contract with little or no relevance for Bailey OR <ul style="list-style-type: none"> Sketches in general terms ONE type of contract and provides a limited reason for Bailey to use this type of contract 	2
<ul style="list-style-type: none"> Recognises and names ONE type of employment contract with little or no relevance for Bailey 	1

Question 25 (a)

Criteria	Marks
<ul style="list-style-type: none"> Sketches in general terms ONE advantage of using comparative ratio analysis for LMX Ltd 	2
<ul style="list-style-type: none"> Identifies the use of comparative ratio analysis 	1

Question 25 (b)

Criteria	Marks
<ul style="list-style-type: none"> Clearly makes evident the relationship between the proposed extension and LMX Ltd's efficiency using the information from the table 	4
<ul style="list-style-type: none"> Makes evident some relationship between the proposed extension and LMX Ltd's efficiency and makes some reference to the table 	3
<ul style="list-style-type: none"> Identifies general issues related to extending credit and changed efficiency but does not show the connection between them and does not use the table OR <ul style="list-style-type: none"> Provides general effects of an extension on LMX Ltd's efficiency 	2
<ul style="list-style-type: none"> Identifies the efficiency ratio from the given table OR <ul style="list-style-type: none"> Suggests limited effects of an extension on LMX Ltd's efficiency 	1

Question 25 (c)

Criteria	Marks
<ul style="list-style-type: none"> Uses the financial information for LMX Ltd to make comprehensive judgements of value of its financial position in terms of solvency and profitability 	4
<ul style="list-style-type: none"> Uses the financial information for LMX Ltd to make some judgements of value of its financial position in terms of solvency and profitability 	3
<ul style="list-style-type: none"> Makes a limited judgement of value of the solvency AND/OR profitability for LMX Ltd 	2
<ul style="list-style-type: none"> Makes general statements about solvency AND/OR profitability with little/no reference to the table 	1

Section III

Question 26

Criteria	Marks
<ul style="list-style-type: none"> • Presents a sustained, logical and cohesive response in the form of a business report • Demonstrates extensive knowledge and understanding relevant to the question, using relevant terminology, concepts and information provided • Indicates the main features of TWO external influences that could have been sources of change in this business • Identifies issues and provides detailed points for AND/OR against ONE product strategy that the business could use to achieve its marketing objective • Puts forward and provides comprehensive supporting arguments for ONE effective cash flow management strategy and ONE effective profitability management strategy to solve the problems for XYZ Ltd 	17–20
<ul style="list-style-type: none"> • Presents a well-organised response in the form of a business report • Demonstrates detailed knowledge and understanding relevant to the question using relevant terminology, concepts and information provided • Indicates the main features of TWO external influences that could have been sources of change in this business • Identifies issue(s) and provides points for AND/OR against ONE product strategy that the business could use to achieve its marketing objective • Puts forward for consideration with detailed support ONE effective cash flow management strategy and ONE effective profitability management strategy to solve the problems for XYZ Ltd 	13–16
<ul style="list-style-type: none"> • Presents a response using features of a business report • Demonstrates some knowledge and understanding relevant to the question using some relevant terminology, concepts and information provided • Indicates the main features of at least ONE external influence that could have been a source of change in this business • Provides characteristics and features of ONE product strategy that the business could use and may refer to its marketing objective • Sketches in general terms, with support, ONE effective cash flow management strategy and ONE effective profitability management strategy to solve the problems for XYZ Ltd <p>OR</p> <ul style="list-style-type: none"> • Puts forward ONE effective cash flow management strategy OR ONE effective profitability management strategy to solve the problems for XYZ Ltd 	9–12

Criteria	Marks
<ul style="list-style-type: none"> Includes some features of a business report Demonstrates limited knowledge and understanding relevant to the question using limited terminology, concepts and information provided Refers to external influence/s that could be external sources of change Sketches in general terms ONE marketing product strategy Recognises and names ONE effective cash flow management strategy and ONE effective profitability management strategy OR <ul style="list-style-type: none"> Sketches in general terms ONE effective cash flow management strategy OR ONE effective profitability management strategy 	5–8
<ul style="list-style-type: none"> Uses basic terminology Refers to the information provided May make reference to external influence/s May refer to an aspect of marketing May refer to financial planning 	1–4

Section IV

Question 27

Criteria	Marks
<ul style="list-style-type: none"> • Demonstrates comprehensive knowledge and understanding relevant to the question, using relevant terminology, concepts and business case study/studies • Makes the relationship clearly evident between the drivers of globalisation and the strategies used by business in Australia to achieve effective employment relations • Presents a sustained, logical and cohesive response to the question 	17–20
<ul style="list-style-type: none"> • Demonstrates detailed knowledge and understanding relevant to the question using relevant terminology, concepts and business case study/studies • Makes the relationship evident between the drivers of globalisation and the strategies used by business in Australia to achieve effective employment relations • Presents a cohesive response to the question 	13–16
<ul style="list-style-type: none"> • Demonstrates some knowledge and understanding relevant to the question using some relevant terminology, concepts and business case study/studies • Provides some characteristics and features of the drivers of globalisation • Provides some characteristics and features of strategies used by business in Australia to achieve effective employment relations • Presents a response with some structure 	9–12
<ul style="list-style-type: none"> • Communicates using limited knowledge, understanding, terminology and concepts and may make reference to business case study/studies • Sketches in general terms the drivers of globalisation • Sketches in general terms strategies used by business in Australia to achieve effective employment relations • Presents a response with limited structure 	5–8
<ul style="list-style-type: none"> • Uses basic knowledge and terminology • May refer to some drivers of globalisation • May refer to employment relations strategies 	1–4

Question 28

Criteria	Marks
<ul style="list-style-type: none"> • Demonstrates comprehensive knowledge and understanding relevant to the question, using relevant terminology, concepts and business case study/studies • Draws out and relates the implications of a business's chosen methods of international expansion to the industrial conflict issues that may arise • Presents a sustained, logical and cohesive response to the question 	17–20
<ul style="list-style-type: none"> • Demonstrates detailed knowledge and understanding relevant to the question using relevant terminology, concepts and business case study/studies • Shows some relationship between a business's chosen methods of international expansion and the industrial conflict issues that may arise • Presents a cohesive response to the question 	13–16
<ul style="list-style-type: none"> • Demonstrates some knowledge and understanding relevant to the question using some relevant terminology, concepts and case study/studies • Provides characteristics and/or features of the methods of international expansion and the industrial conflict issues that may arise • Presents a response with some structure 	9–12
<ul style="list-style-type: none"> • Communicates using limited knowledge, understanding, terminology and concepts and may make reference to business case study/studies • Sketches in general terms the methods of international expansion AND/OR industrial conflict issues that may arise • Presents a response with limited structure 	5–8
<ul style="list-style-type: none"> • Uses basic knowledge and terminology • May refer to industrial conflict issues • May refer to methods of international expansion 	1–4

Business Studies

2010 HSC Examination Mapping Grid

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

Question	Marks	Content	Syllabus outcomes
Section II			
21 (a)	2	Global Business – specific influences on global business	H1.1, H2.1, H2.2, H4.1, H5.3
21 (b)	4	Global Business – specific influences on global business	H1.1, H2.1, H2.2, H4.1, H5.3
22 (a)	2	Management and Change – nature of management	H2.1, H3.2, H5.3
22 (b)	4	Management and Change – nature of management	H2.1, H3.2, H5.3
23 (a)	2	Marketing – Market research process	H3.2, H4.1, H5.3
23 (b)	6	Marketing – Ethical and legal aspects	H3.2, H4.1, H5.3
24 (a)	6	Employment Relations: Key influences on employment relations	H2.1, H3.2, H4.2
24 (b)	4	Employment Relations: Legal framework of employment	H2.1, H3.2
25 (a)	2	Financial Planning and Management: Using financial information	H4.2, H5.1, H5.4
25 (b)	4	Financial Planning and Management: Using financial information	H4.2, H5.1, H5.3, H5.4
25 (c)	4	Financial Planning and Management: Using financial information and management of funds	H4.2, H5.1, H5.4, H5.3
Section III			
26	20	Business report Business management and change Managing change Financial planning and management Effective financial planning Marketing Developing marketing strategies	H1.2, H2.1, H3.2, H5.1, H5.3
Section IV			
27	20	Effective employment relations Globalisation	H1.1, H2.1, H2.2, H3.2, H3.3, H4.2, H5.3
28	20	Global business strategy Industrial conflict	H1.1, H2.1, H2.2, H3.2, H3.3, H4.2, H5.3