

**EBE NSW Business Studies Trial HSC Examination 2009
Marking Guidelines**

Section I Multiple Choice

Suggested answers

1. D

2. C

3. A

4. A

5. B

6. B

7. A

8. B

9. D

10. A

11. C

12. A

13. D

14. B

15. D

16. B

17. D

18. A

19. D

20. C

Section II Short Answers

Question 21

(a)

Criteria	Marks
• Sketches in general terms ONE external and ONE internal source of change.	2
• Lists ONE external and ONE internal source of change. OR • Sketches in general terms either one external or one internal source of change.	1

(b)

Criteria	Marks
• Provides characteristics and features of one possible reason for resistance to change.	2
• Sketches in general terms a possible reason for resistance to change.	1

(c)

Criteria	Marks
• Correctly interprets the financial data and comments on its influence on the business' financial position by comparing it to industry standards.	6
• Correctly interprets the financial data and comments on its influence on the business' financial position	5
• Correctly interprets two of the financial data provided and comments on its influence on the business' financial position by comparing it to industry standards.	4
• Correctly interprets two of the financial data provided.	3
• Correctly interprets one of the financial data provided and comments on its influence on the business' financial position by comparing it to industry standards.	2
• Correctly interprets one of the financial data provided.	1

Question 22

a)

Criteria	Marks
• Determines the Gross Profit and Net Profit as a percentage for Ken's Toy Store.	2
• Determines ONLY the Gross Profit OR Net Profit as a percentage for Ken's Toy Store.	1

Answer:

GP/Sales X 100 - $111\,000/210\,000 \times 100 = 52.9\%$

NP/Sales X 100 - $39\,500/210\,000 \times 100 = 18.8\%$

(b)

Criteria	Marks
<ul style="list-style-type: none">▪ Provides relevant, clear and concise explanation of TWO reasons for the decline in profitability.	4
<ul style="list-style-type: none">▪ Provides an explanation of TWO reasons for the decline in profitability.	3
<ul style="list-style-type: none">• Provides relevant, clear and concise explanation of ONE reason for the decline in profitability. OR▪ Sketches in general terms TWO reasons for the decline in profitability.	2
<ul style="list-style-type: none">• Provides an explanation of ONE reason for the decline in profitability OR• Identifies TWO reasons for the decline in profitability.	1

(c)

Criteria	Marks
<ul style="list-style-type: none">• Provides the cause and effect for TWO strategies that Ken's Toy Store could use so as to improve profitability levels in 2009/10	4
<ul style="list-style-type: none">• Provides the cause and effect for ONLY ONE strategy that Ken's Toy Store could use so as to improve profitability levels in 2009/10 and ONLY describes the other	3
<ul style="list-style-type: none">• Sketches in general terms ONLY ONE strategy that Ken's Toy Store could use so as to improve profitability levels in 2009/10 and ONLY describes the other. OR• Outlines TWO strategies that Ken's Toy Store could use so as to improve profitability levels in 2009/10	2
<ul style="list-style-type: none">• Identifies ONE strategy that Ken's Toy Store could use so as to improve profitability levels in 2009/10.	1

Question 23

(8 marks)

(a)

Criteria	Marks
<ul style="list-style-type: none">• Lists TWO sources of primary data that Kylie may have used as part of her market research?	2
<ul style="list-style-type: none">• Lists ONE source of primary data that Kylie may have used as part of her market research?	1

(b)

Criteria	Marks
<ul style="list-style-type: none">▪ Provides characteristics and features of ONE internal factor that may influence potential customers to eat at Kylie's restaurant	2
<ul style="list-style-type: none">• Outlines ONE internal factor that may influence potential customers to eat at Kylie's restaurant.	1

(c)

Criteria	Marks
• Demonstrates a clear and concise understanding of the implications of the relationship between the Trade Practices Act – Commonwealth, 1974, and Kylie’s business.	4
• Demonstrates understanding of the relationship between the Trade Practices Act – Commonwealth, 1974, and Kylie’s business.	3
• Sketches in general terms the relationship between the Trade Practices Act – Commonwealth, 1974, and Kylie’s business.	2
• Lists aspects of the Trade Practices Act –Commonwealth 1974.	1

Question 24

(8 marks)

(a)

Criteria	Marks
• Correctly identifies ONE type of industrial dispute other than lockout.	1

(b)

Criteria	Marks
• Demonstrates a clear and concise understanding of the advantages and disadvantages of one perspective on conflict that could be used to ensure financial viability.	5
• Demonstrates understanding of the advantages and disadvantages of one perspective on conflict that could be used to ensure financial viability.	4
• Demonstrates some understanding of the advantages and disadvantages of one perspective on conflict that could be used to ensure financial viability, OR • Demonstrates a clear and concise understanding of either the advantages or disadvantages of one perspective on conflict that could be used to ensure financial viability.	3
• Sketches in general terms the advantages and disadvantages of one perspective on conflict that could be used to ensure financial viability, OR • Demonstrates a clear understanding of either the advantages or disadvantages of one perspective on conflict that could be used to ensure financial viability.	2
• Lists aspects of the one perspective on conflict that could be used to ensure financial viability.	1

Question 25:

(a)

Criteria	Marks
▪ Provides relevant, clear and concise explanation of ONE reason for Steel Pro wanting to relocate overseas.	2

<ul style="list-style-type: none"> ▪ Sketches in general terms why Steep Pro would want to relocate overseas. 	1
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(b)

Criteria	Marks
<ul style="list-style-type: none"> ▪ Provides relevant, clear and concise explanation of TWO financial considerations for Steel Pro in managing a global business 	4
<ul style="list-style-type: none"> ▪ Provides an explanation of TWO financial considerations for Steel Pro in managing a global business. 	3
<ul style="list-style-type: none"> • Provides relevant, clear and concise explanation of ONE financial consideration for Steel Pro in managing a global business OR ▪ Sketches in general terms TWO financial considerations for Steel Pro in managing a global business. . 	2
<ul style="list-style-type: none"> • Provides an explanation of ONE financial consideration for Steel Pro in managing a global business. OR • Identifies TWO financial considerations for Steel Pro in managing a global business.. 	1

Section III

Question 26

Criteria	Marks
<ul style="list-style-type: none"> • Demonstrates detailed knowledge and uses information provided effectively. • Presents a sustained, logical and well structured answer and clearly communicates in the form of a business report with relevant business terminology and concepts. • Indicates in detail the main financial markets and sources of funds available to Dinkum Plastic Bottles Ltd for their new factory. • Provides detailed characteristics and features of TWO marketing strategies that Dinkum Plastic Bottles Ltd should implement to attract new customers and contracts • Demonstrates a clear and concise understanding of the implications for management of managing the change to ensure that the expansion is a success. 	17 - 20
<ul style="list-style-type: none"> • Demonstrates sound knowledge and uses some information provided. • Presents a well organised business report with relevant business terminology and concepts. • Indicates the main financial markets and sources of funds available to Dinkum Plastic Bottles Ltd for their new factory. • Provides the characteristics and features of the marketing strategies that Dinkum Plastic Bottles Ltd should implement to attract new customers and contracts 	13 – 16

<ul style="list-style-type: none"> • Demonstrates an understanding of the implications of management managing the change to ensure that the expansion is a success. 	
<ul style="list-style-type: none"> • Demonstrates some knowledge and uses the information provided. • Includes features of a business report and uses some relevant business terminology and concepts. • Sketches in general term some financial markets and some sources of funds available to Dinkum Plastic Bottles Ltd for their new factory. • Provides characteristics and features of marketing strategies that Dinkum Plastic Bottles Ltd should implement to attract new customers and contracts. • Sketches in general terms the implications for management of managing the change to ensure that the expansion is a success. 	9 – 12
<ul style="list-style-type: none"> • Demonstrates limited knowledge and may refer to the information provided. • May include some features of a business report and uses basic business terminology. • Recognizes and names financial markets and sources of funds available to Dinkum Plastic Bottles Ltd for their new factory. • Sketches in general terms characteristics of the marketing strategies that Dinkum Plastic Bottles Ltd should implement. • Sketches in general terms how management will need to manage the change. 	5 - 8
<ul style="list-style-type: none"> • May refer to the information provided. • Uses basic business terminology. • May refer to financial markets or sources of funds • May refer to marketing strategies that Dinkum Plastic Bottles Ltd should implement. • May identify how management will need to manage the change 	1 - 4

Answer could include:

financial markets relevant to business financial needs:

- major participants in financial markets including banks, financial and insurance companies, merchant banks, superannuation/mutual funds, companies, government (Reserve Bank of Australia)
- role of the Australian Stock Exchange as a primary market
- overseas and domestic market influences and trends in financial markets and their implications for business financial needs

management of funds:

- sources of funds
 - internal — owners' equity, retained profits
 - external — short-term borrowing, (overdraft, bank bills), long-term borrowing (mortgage, debentures) leasing, factoring, venture capital, grants

developing marketing strategies

- product and service

- positioning
- branding
- packaging
- price including pricing methods — cost, market and competition-based
 - pricing strategies/tactics — skimming, penetration, loss leaders, price points
 - price and quality interaction
- promotion
 - elements of the promotion mix — personal selling, advertising, below-the-line promotions, public relations
 - the communication process including opinion leaders and word of mouth
- place/distribution
 - distribution channels and reasons for intermediaries
 - channel choice including intensive, selective, exclusive
 - physical distribution issues including transport, warehousing, inventory

managing change effectively

- identifying the need for change
- setting achievable goals
- creating culture of change (encouraging teamwork approach using change agents)
- change models — force-field analysis, Lewin's unfreeze/change/refreeze model

effective working capital (liquidity) management

- the working capital ratio
- control of current assets — cash, receivables, inventories
- control of current liabilities — payables, loans, overdrafts
- strategies for managing working capital — leasing, sale and lease back

effective financial planning

- effective cash flow management
 - cash flow statements
 - management strategies — distribution of payments, discounts for early payments
- effective profitability management
 - cost control — fixed and variable, cost centres, expense minimisation
 - revenue controls — sales objectives, sales mix, pricing policy

Controlling the marketing strategy:

- implementation, monitoring and controlling — developing a financial forecast, comparing actual and planned results, and revising the marketing strategy

Section IV

Question 27:

Criteria	Marks
<ul style="list-style-type: none"> • Demonstrates excellent understanding of a range of strategies used by businesses to achieve target markets in a global business environment. • Makes a judgement based on criteria of strategies used by businesses to achieve target markets in a global business environment. • 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"> • Demonstrates understanding of a range of strategies used by businesses to achieve target markets in a global business environment. • Makes a judgement based on criteria of strategies used by businesses to achieve target markets in a global business environment. • 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"> • Sketches in general terms some strategies used by businesses to achieve target markets in a global business environment. • May make reference to relevant case study /studies • Communicates using business terminology and concepts 	9 – 12
<ul style="list-style-type: none"> • Makes reference to a few strategies used by businesses to achieve target markets in a global business environment. • May make reference to case study/studies • Communicates using some business terminology 	5 - 8
<ul style="list-style-type: none"> • May make reference to strategy/ies used by businesses. • Uses basic business terminology. 	1 - 4

Question 28 (20 marks)

Criteria	Marks
<p>Presents a sustained, logical and well structured answer and clearly communicates using features appropriate business terminology and concepts.</p> <p>Makes a judgment based on criteria about the employment relations strategies adopted by businesses when expanding into foreign markets.</p> <p>Clearly supports response with reference to relevant case study/ies.</p>	17 - 20
<p>Presents a well organised answer and uses appropriate business</p>	

terminology and concepts. Makes a judgment about the employment relations strategies adopted by businesses when expanding into foreign markets.Makes reference to relevant case study/ies.	13 - 16
Communicates using relevant business terminology and concepts. Describes the employment relations strategies adopted by businesses when expanding into foreign markets.. Makes some reference to the case study/ies.	9 - 12
Communicates using relevant business terminology. Sketches in general terms the employment relations strategies adopted by businesses when expanding into foreign markets. May makes some reference the case study/ies.	5 - 8
Uses basic business terminology. Refers to the employment relations strategies adopted by businesses when expanding into foreign markets.	1 - 4

Answer could include:

Ethical and legal aspects of employing people in the Australian business environment

- issues in the workplace
 - working conditions
 - Occupational Health and Safety (OH&S)
 - workers' compensation — state and/or federal agencies and common law redress
 - anti-discrimination
 - Equal Employment Opportunities (EEO)
 - unfair dismissal.

Ethical and legal aspects of employing people in the global business environment

Ethical

staffing, labour law variations, minimum standards of labour

Social/cultural:

Languages, tastes, religion, varying business practices and ethics

Legal:

Contracts, dispute resolution, intellectual property

Answer could include

Effective employments relations:

- The role of effective relations
- Communication systems – grievance procedures, worker participation, team briefings
- Rewards – financial, non-financial
- Training & development – induction
- Flexible working conditions – family-friendly programs
- Measures of effectiveness – levels of absenteeism, disputation, quality, benchmarking.

Managing the employment relations function at a global business level:

- Organizational structure
- Staffing
- Shortage of skilled labour
- Labour law variations
- Minimum standards of labour
- Ethnocentric/polycentric/geocentric staffing systems
- Evaluation – strategies with reference to a particular good market
- Modifications of strategies according to changes in a global market