Business studies Year 12 − extended response − sample assessment task

Marketing

# Submission details

The business report should be completed in-class. The expected length of the response is around 6 pages of an examination writing booklet (approximately 800 words) with an allocation of 35 minutes writing time. This reflects HSC examination conditions and expectations for an extended response question in Section III (20 marks).

NESA and school assessment policy guidelines should be clearly communicated if this task is set as a formal school-based assessment.

Special provisions should be considered for any student who has accommodations that enable the student to work towards the same syllabus outcomes and content as other students of the same stage. More information can be found at [Disability provisions](https://educationstandards.nsw.edu.au/wps/portal/nesa/11-12/hsc/disability-provisions).

# Task description

**Type of task**: knowledge and Understanding extended response

## Outcomes

* **H4** analyses business functions and processes in large and global businesses
* **H9** communicates business information, issues and concepts in appropriate formats

## Content

Students learn to:

*examine contemporary business issues to:*

* assess why a mix of promotional strategies is important in the marketing of goods and services

Students learn about:

* marketing strategies

**Weighting**: 25%

The minimum weighting for an individual assessment task is 10%. The maximum is 40%.

[Business Studies Stage 6 Syllabus](https://educationstandards.nsw.edu.au/wps/portal/nesa/11-12/stage-6-learning-areas/hsie/business-studies) © NSW Education Standards Authority (NESA) for and on behalf of the Crown in right of the State of New South Wales, 2010.

# Task

Using case studies, complete an extended response to the following question:

Assess the importance of using a mix of strategies when marketing in national and global markets. Use case studies to analyse business functions and processes in large and global businesses.

## Rubric

Your answer will be assessed on how well you:

* demonstrate knowledge and understanding relevant to the question
* apply a relevant business case study or studies and contemporary business issues
* communicate using relevant business terminology and concepts
* present a sustained, logical and cohesive response.

## Key words

**Note**: key word definitions are from NESA’s [Glossary of key words](https://educationstandards.nsw.edu.au/wps/portal/nesa/11-12/hsc/hsc-student-guide/glossary-keywords).

|  |  |
| --- | --- |
| Term | Definition |
| Assess | make a judgement of value, quality, outcomes, results or size. |
| Analyse | identify components and the relationship between them; draw out and relate implications. |

**Note:** the [business report − teacher guide](https://education.nsw.gov.au/teaching-and-learning/curriculum/hsie/planning-programming-and-assessing-hsie-11-12/planning-programming-assessing-business-studies#:~:text=Business%20report%20%E2%80%93%20teacher%20guide%20(DOCX%20170%20KB)) is designed to support teachers and students in successfully planning and writing a business report. It contains an outline of the requirements of a high-quality business report, explanation of the place of the business report in assessment, a series of learning activities to support teaching the business report and a sample response.

# Marking guidelines

**Note:** mark allocation should reflect HSC marking guidelines for this task type. For more information, see [HSC exam papers](https://educationstandards.nsw.edu.au/wps/portal/nesa/11-12/resources/hsc-exam-papers) and refer to past business studies HSC examination marking guidelines for Section IV.

Table 1 – assessment marking guidelines

|  |  |
| --- | --- |
| Grade | Marking guideline descriptors |
| A | * Clearly assesses in detail the importance of a mix of marketing strategies in national and global marketing * Analyses in detail business functions and processes in large and global businesses * Skilfully integrates relevant case studies and contemporary business issues * Presents a sustained, logical and cohesive response and communicates clearly using relevant business terminology and concepts |
| B | * Clearly assesses the importance of a mix of marketing strategies in national and global marketing * Analyses business functions and processes in large and global businesses * Integrates relevant case studies and contemporary business issues * Presents a logical and cohesive response using relevant business terminology and concepts |
| C | * Assesses the importance of a mix of marketing strategies in national and global marketing * Provides a sound analysis of business functions and processes in large and global businesses * Refers to relevant case study or studies and contemporary business issues * Communicates using business terminology and concepts |
| D | * Refers to marketing strategies in national and global marketing and may mention importance * May refer to relevant case study or studies and contemporary business issues * Communicates using some business terminology and concepts |
| E | * Makes limited reference to marketing and national or global markets * May identify case study or studies * Uses basic business terminology |

# Student support material

[Digital Learning Selector](https://app.education.nsw.gov.au/digital-learning-selector/LearningActivity/Browser?clearCache=2866b6de-5a66-4e9e-3228-d1a8ea258f4): contains ideas for integrating ICT into teaching practice and templates to support students such as [scaffolds](https://app.education.nsw.gov.au/digital-learning-selector/LearningActivity/Card/625).

# Support and alignment

**Resource evaluation and support**: all curriculum resources are prepared through a rigorous process. Resources are periodically reviewed as part of our ongoing evaluation plan to ensure currency, relevance and effectiveness. For additional support or advice contact the HSIE curriculum team by emailing [hsie@det.nsw.edu.au](mailto:hsie@det.nsw.edu.au).

**Differentiation**: further advice to support Aboriginal and/or Torres Strait Islander students, EAL/D students, students with a disability and/or additional needs and High Potential and gifted students can be found on the [Planning, programming and assessing 7–12](https://education.nsw.gov.au/teaching-and-learning/curriculum/planning-programming-and-assessing-k-12/planning-programming-and-assessing-7-12) webpage. This includes the [Inclusion and differentiation advice 7–10](https://education.nsw.gov.au/teaching-and-learning/curriculum/planning-programming-and-assessing-k-12/planning-programming-and-assessing-7-12/inclusion-and-differentiation-advice-7-10) webpage.

**Assessment**: further advice to support formative assessment is available on the [Planning, programming and assessing 7–12](https://education.nsw.gov.au/teaching-and-learning/curriculum/planning-programming-and-assessing-k-12/planning-programming-and-assessing-7-12) webpage. This includes the [Classroom assessment advice 7–10](https://education.nsw.gov.au/teaching-and-learning/curriculum/planning-programming-and-assessing-k-12/planning-programming-and-assessing-7-12/classroom-assessment-advice-7-10-). For summative assessment tasks, the [Assessment task advice 7–10](https://education.nsw.gov.au/teaching-and-learning/curriculum/planning-programming-and-assessing-k-12/planning-programming-and-assessing-7-12/assessment-task-advice-7-10) webpage is available.

**Explicit teaching**: further advice to support explicit teaching is available on the [Explicit teaching](https://education.nsw.gov.au/teaching-and-learning/curriculum/explicit-teaching) webpage. This includes the CESE [Explicit teaching – Driving learning and engagement](https://education.nsw.gov.au/about-us/education-data-and-research/cese/publications/research-reports/what-works-best-2020-update/explicit-teaching-driving-learning-and-engagement) webpage.

**Alignment to system priorities and/or needs**: [School Excellence Policy](https://education.nsw.gov.au/policy-library/policies/pd-2016-0468), [Our Plan for NSW Public Education](https://education.nsw.gov.au/about-us/strategies-and-reports/plan-for-nsw-public-education)[.](https://education.nsw.gov.au/public-schools/school-success-model/school-success-model-explained)

**Alignment to the School Excellence Framework**: this resource supports the [School Excellence Framework](https://education.nsw.gov.au/inside-the-department/directory-a-z/strategic-school-improvement/school-excellence-framework) element of assessment (formative assessment, summative assessment, student engagement).

**Alignment to Australian Professional Teaching Standards**: this resource supports teachers to address [Australian Professional Teaching Standards](https://educationstandards.nsw.edu.au/wps/portal/nesa/teacher-accreditation/meeting-requirements/the-standards/proficient-teacher) 5.1.2, 5.4.2.

**NSW syllabus**: Business Studies Stage 6 Syllabus (2010)

**Syllabus outcomes**: H1, H8

**Author**: HSIE Curriculum Team

**Publisher**: State of NSW, Department of Education

**Resource**: Assessment task notification

**Related resources**: further resources to support Stage 6 business studies can be found on the [HSIE K–12 curriculum page](https://education.nsw.gov.au/teaching-and-learning/curriculum/key-learning-areas/hsie).

**Professional learning**: relevant professional learning is available through [HSC Professional Learning](https://education.nsw.gov.au/teaching-and-learning/professional-learning/hsc-pl) and the [HSIE Statewide staffroom](https://education.nsw.gov.au/teaching-and-learning/curriculum/statewide-staffrooms).

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# References

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NSW Government and NSW Education Standards Authority (NESA) (n.d.a) [*Disability provisions*](https://educationstandards.nsw.edu.au/wps/portal/nesa/11-12/hsc/disability-provisions), NESA website, accessed 29 November 2023.

NESA (n.d.b) [*HSC exam papers*](https://educationstandards.nsw.edu.au/wps/portal/nesa/11-12/resources/hsc-exam-papers), NESA website, accessed 29 November 2023.

NESA (n.d.c) [*Glossary of key words*](https://educationstandards.nsw.edu.au/wps/portal/nesa/11-12/hsc/hsc-student-guide/glossary-keywords), NESA website, accessed 5 December 2023.

NESA (2012) [*Assessment and reporting in Business Studies Stage 6*](https://educationstandards.nsw.edu.au/wps/portal/nesa/11-12/stage-6-learning-areas/hsie/business-studies/assessment-and-reporting), NESA website, accessed 29 November 2023.

NESA (2022) ‘[Proficient Teacher Standard descriptors’](https://www.nsw.gov.au/education-and-training/nesa/teacher-accreditation/proficient-teacher/standard-descriptors), *The Standards*, NESA website, accessed 26 June 2023.

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