Assessment Schedule - 2021

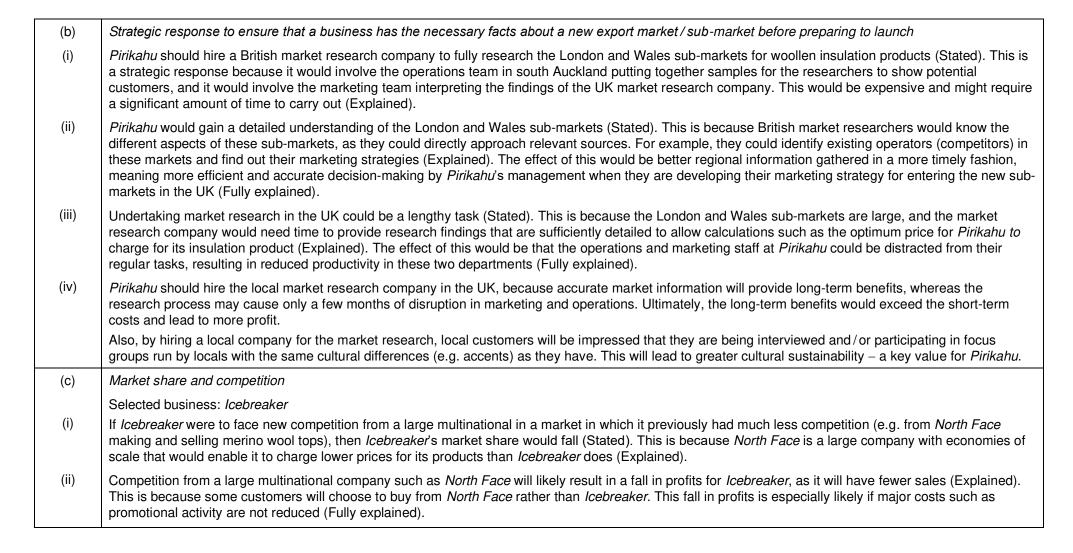
Business Studies: Demonstrate understanding of strategic response to external factors by a business that operates in a global context (91380)

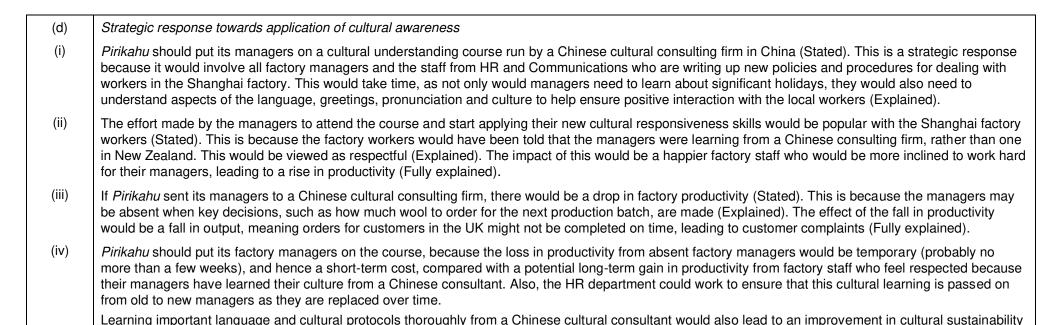
Assessment Criteria

| Achievement | Achievement with Merit | Achievement with Excellence |
|--|--|--|
| Explaining states what the answer is to the question asked, then expands by giving the reason(s) why the "what" occurs or links ideas to provide a coherent rationale. | Fully explaining develops the explanation with further expansion of how the situation/action could affect potential business or stakeholder goals, or a particular outcome. This will generally relate to effects, advantages, disadvantages, and/or consequences. | Justifying uses relevant evidence to justify the significance of the decision or the likelihood of success. This should include reference to alternative courses of action, or new information to further support the decision that has not already been established in earlier parts of the question. |

Note: The candidate should use only one context for each part, but may change contexts between parts. Each answer should be read as a whole before awarding a grade.

| Part | Sample Evidence |
|------|---|
| (a) | Growth of an export market |
| (i) | Production of the woollen home insulation would have to increase (Stated). Production at the south Auckland factory needs to increase to match the increase in sales anticipated from gaining greater access to the UK market as a result of the UK leaving the EU (Explained). |
| (ii) | The likely impact of the growth of an export market is that <i>Pirikahu</i> 's economic sustainability will be enhanced, as it would now have a larger market in the UK (Explained). If <i>Pirikahu</i> experienced a reduction in sales in one of its existing markets, e.g. the New Zealand market, greater access to the much larger UK market could enable it to maintain or even increase overall profits (Fully explained). |





a key objective for Pirikahu.

Evidence

| Achievement | Achievement with Merit | Achievement with Excellence |
|---|--|---|
| Explains: | Fully explains: | Evaluates: |
| the effect on production if an export market grows | the effect on production if an export market grows, including ONE impact on economic sustainability | the likely success of a strategic response that a business could implement to ensure that it has the necessary facts about a new export market/sub- market before preparing to launch |
| an impact on the economic sustainability of the business if an export market grows | | |
| how a strategy that a business could implement to ensure that it has the necessary facts about a new export market/sub-market before preparing to launch is a strategic response | | |
| ONE positive impact of the strategic response | ONE positive impact of the strategic response | |
| ONE negative impact of the strategic response | ONE negative impact of the strategic response | |
| the likely effect on market share if a business faces competition from a large multinational | the likely effect on market share if a business faces competition from a large multinational, including ONE effect on profits | |
| an impact on profits if a business faces competition from a large multinational | | |
| how a strategy that a business could implement to ensure cultural responsiveness is a strategic response | | the likely success of a strategic response that a business could implement to ensure that the managers in its workplace(s) act in a culturally responsive manner when working with staff from different cultures. |
| (Answers will typically state relevant examples, business knowledge, and/or Māori business concepts.) | (Answers will typically include relevant examples, business knowledge, and/or Māori business concept(s) to support explanations.) | Answers will typically integrate relevant examples, business knowledge, and/or Māori business concept(s) to support explanations.) |

| N1 | N2 | А3 | A4 | M5 | М6 | E7 | E8 |
|-----------------------------------|--|----------------------------|----------------------------------|----------------------|----------------------|--|--------------------------|
| Very little Achievement evidence. | Some Achievement evidence, partial explanations. | Most Achievement evidence. | Nearly all Achievement evidence. | Some Merit evidence. | Most Merit evidence. | Excellence evidence. One part may be weaker. | All Excellence evidence. |

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Cut Scores

| Not Achieved | Achievement | Achievement with Merit | Achievement with Excellence |
|--------------|-------------|------------------------|-----------------------------|
| 0 – 2 | 3 – 4 | 5 – 6 | 7 – 8 |