

---

# 2025 HSC Business Studies Marking Guidelines

## Section I

### Multiple-choice Answer Key

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

## Section II

### Question 21 (a)

| Criteria   | Marks |
|--|-------|
| • Outlines the corporate social responsibility demonstrated by this business | 2     |
| • Provides some relevant information   | 1     |

**Sample answer:**

The cafe can demonstrate corporate social responsibility by donating food to a local charity that supports the community.

### Question 21 (b)

| Criteria  | Marks |
|---|-------|
| • Outlines the difference between goods and services in this business | 2     |
| • Provides some relevant information                                  | 1     |

**Sample answer:**

The cafe produces meals (goods) that are perishable. Services can be customised or standardised. This cafe is known for its friendly service.

### Question 21 (c)

| Criteria   | Marks |
|--|-------|
| • Provides an explanation of the influence of ONE legal regulation on the operations management of this business       | 3     |
| • Demonstrates some understanding of the influence of a legal regulation on the operations management of this business | 2     |
| • Provides some relevant information   | 1     |

**Sample answer:**

Legal regulations such as food handling and storage could influence this business because they must ensure that they meet the standards required. This may require specific training of employees on how to handle and store food correctly to ensure the quality of the food.

**Answers could include:**

- Work, health and safety
- Zoning and seating regulations
- Waste disposal

### Question 21 (d)

| Criteria  | Marks |
|---|-------|
| • Provides a detailed discussion of the implications of outsourcing the new desserts for the operation of this business | 4     |
| • Provides a sound discussion of the implications of outsourcing the new desserts for the operation of this business    | 3     |
| • Demonstrates some understanding of outsourcing  | 2     |
| • Provides some relevant information  | 1     |

**Sample answer:**

Outsourcing cakes will mean the cafe is no longer required to bake cakes. The business can focus on the core activity of making excellent meals, resulting in greater customer satisfaction. They can also have access to expert bakers to make the cakes. However, there may be loss of quality and supply control of the cakes.

### Question 22 (a)

| Criteria   | Marks |
|--|-------|
| • Identifies ONE weakness and ONE threat for this business | 2     |
| • Identifies ONE weakness or ONE threat for this business  | 1     |

**Sample answer:**

| <i>Weakness</i> | <i>Potential threats</i>                              |
|-----------------|---|
| Leaking bottles | Changing attitudes towards environmental expectations |

**Question 22 (b)**

| Criteria  | Marks |
|---|-------|
| <ul style="list-style-type: none"> <li>Justifies TWO product strategies that could be implemented by the business to gain a competitive advantage</li> </ul>  | 4     |
| <ul style="list-style-type: none"> <li>Justifies ONE and outlines ONE product strategy that could be implemented by the business to gain a competitive advantage</li> </ul>   | 3     |
| <ul style="list-style-type: none"> <li>Justifies ONE product strategy that could be implemented by the business</li> </ul> OR <ul style="list-style-type: none"> <li>Outlines TWO product strategies that could be implemented by the business</li> </ul> | 2     |
| <ul style="list-style-type: none"> <li>Provides some relevant information</li> </ul>  | 1     |

**Sample answer:**

The business could implement a new packaging strategy where the bottle packaging box is made from recyclable materials. This would persuade customers to purchase the product over competitor products by enhancing the ecofriendly features of the packaging.

A branding strategy allows the product to be well known by the consumers. The business could include a modern logo and colour their bottles a distinct green which is synonymous with the environment.

Implementing both strategies will allow the business to gain a competitive advantage through increased product awareness.

**Question 22 (c)**

| Criteria   | Marks |
|--|-------|
| <ul style="list-style-type: none"> <li>Provides an explanation of the importance of monitoring and controlling the marketing strategies for this business</li> </ul> | 3     |
| <ul style="list-style-type: none"> <li>Demonstrates some understanding of monitoring and controlling</li> </ul>  | 2     |
| <ul style="list-style-type: none"> <li>Provides some relevant information</li> </ul>   | 1     |

**Sample answer:**

Monitoring and controlling the marketing strategy is essential to keep this business informed regarding customer complaints about the bottles leaking. Managers need to look at whether or not the objective of gaining a competitive advantage is being met and what actions can be taken. By comparing actual and planned results the business can plan effectively for the future and ensure the marketing strategies are being met.

### Question 23 (a)

| Criteria  | Marks |
|---|-------|
| <ul style="list-style-type: none"> <li>Shows an understanding of what the expense ratio for 2024 indicates for this business</li> </ul> | 2     |
| <ul style="list-style-type: none"> <li>Provides some relevant information</li> </ul>  | 1     |

**Sample answer:**

The expense ratio is  $210\,000 \div 700\,000 \times 100 = 30\%$ .

The efficiency of the business is a concern as the expense ratio is higher than 2023 and the industry average.

### Question 23 (b)

| Criteria   | Marks |
|--|-------|
| <ul style="list-style-type: none"> <li>Demonstrates a comprehensive understanding of how comparative ratio analysis can be used to improve the financial outcomes of the business</li> </ul> | 4     |
| <ul style="list-style-type: none"> <li>Demonstrates a sound understanding of how comparative ratio analysis can be used to improve financial outcomes of the business</li> </ul>             | 3     |
| <ul style="list-style-type: none"> <li>Shows some understanding of how comparative ratio analysis can be used</li> </ul>   | 2     |
| <ul style="list-style-type: none"> <li>Provides some relevant information</li> </ul>   | 1     |

**Sample answer:**

Ratios can be compared across different years, against industry standards or benchmarks.

In this business, the expense ratio has declined; the business is not efficiently spending funds and can begin to control expenses which may improve profitability.

Analysis of the gearing ratio and return on equity against industry averages shows the business is performing poorly. They may decide to use equity and not borrow more as they are already highly geared and taking more risks than others, which affects their long-term viability.

### Question 23 (c)

| Criteria  | Marks |
|---|-------|
| <ul style="list-style-type: none"> <li>Explains how TWO global market influences could affect the solvency of this business</li> </ul>  | 4     |
| <ul style="list-style-type: none"> <li>Outlines TWO global market influences that affect the solvency of this business</li> </ul>   | 3     |
| <ul style="list-style-type: none"> <li>Outlines ONE global market influence</li> </ul> OR <ul style="list-style-type: none"> <li>Identifies TWO global market influences</li> </ul> | 2     |
| <ul style="list-style-type: none"> <li>Provides some relevant information</li> </ul>  | 1     |

**Sample answer:**

This travel agency will be impacted by the global economic outlook. If the international economy is strong, the business may need more funds to grow as their travel service expands. If these funds are borrowed, it will further increase the debt and negatively impact solvency.

If interest rates are decreasing, the amount borrowed overseas will have less interest expense and reduce the risks undertaken by the business, lowering the overall gearing of this business.

### Question 24 (a)

| Criteria  | Marks |
|---|-------|
| <ul style="list-style-type: none"> <li>Describes the influence of technology on the human resources function</li> </ul> | 3     |
| <ul style="list-style-type: none"> <li>Outlines the influence of technology on the human resources function</li> </ul>  | 2     |
| <ul style="list-style-type: none"> <li>Provides some relevant information</li> </ul>                                    | 1     |

**Sample answer:**

Technology such as video conferencing, apps and websites, and online storage allow both employers and employees to access their work remotely and work collaboratively offsite.

These technologies have allowed staff to work remotely at the same pace as staff working in the office.

### Question 24 (b)

| Criteria  | Marks |
|---|-------|
| <ul style="list-style-type: none"> <li>Explains TWO possible reasons for employers discouraging employees from joining a union</li> </ul>                         | 3     |
| <ul style="list-style-type: none"> <li>Outlines TWO possible reasons</li> </ul> OR <ul style="list-style-type: none"> <li>Explains ONE possible reason</li> </ul> | 2     |
| <ul style="list-style-type: none"> <li>Provides some relevant information</li> </ul>  | 1     |

**Sample answer:**

Unions will advocate for higher pay and better conditions like leave and work health and safety processes. These changes are costly and will reduce the profits of the business. Employers may also discourage unionisation as it brings their processes under further scrutiny which could lead to fines, staff turnover and industrial action which is also costly.

### Question 24 (c)

| Criteria  | Marks |
|---|-------|
| <ul style="list-style-type: none"> <li>Provides a thorough explanation of how this business is engaging in illegal practices</li> </ul> | 4     |
| <ul style="list-style-type: none"> <li>Provides a sound explanation of how this business is engaging in illegal practices</li> </ul>    | 3     |
| <ul style="list-style-type: none"> <li>Demonstrates some understanding of illegal practices</li> </ul>                                  | 2     |
| <ul style="list-style-type: none"> <li>Provides some relevant information</li> </ul>  | 1     |

**Sample answer:**

Under Australian government laws it is illegal to discriminate and pay migrant workers less, as they may not be meeting minimum wage rates or in breach of awards and enterprise agreements. Bullying staff is illegal and could be in breach of antidiscrimination laws or work, health and safety. Businesses who undertake these actions can be taken to court and fined.

## Section III

### Question 25

| Criteria  | Marks |
|---|-------|
| <ul style="list-style-type: none"> <li>Provides an outline of ONE relevant human resource management process that the business could use</li> <li>Comprehensively describes the purpose of the chart and issues found</li> <li>Comprehensively recommends appropriate global factors that the business can use to achieve cost leadership</li> <li>Presents a sustained, logical and cohesive business report integrating relevant business terminology and concepts</li> </ul> | 17–20 |
| <ul style="list-style-type: none"> <li>Provides an outline of ONE relevant human resource management process that the business could use</li> <li>Thoroughly describes the purpose of the chart and issues found</li> <li>Recommends appropriate global factors that the business can use to achieve cost leadership</li> <li>Presents a logical and cohesive business report using relevant business terminology and concepts</li> </ul>                                       | 13–16 |
| <ul style="list-style-type: none"> <li>Provides an outline of ONE relevant human resource management process that the business could use</li> <li>Describes the purpose of the chart and issues found</li> <li>Recommends global factor/s that the business can use to achieve cost leadership</li> <li>Includes features of a business report and uses some business terminology and concepts</li> </ul>   | 9–12  |
| <ul style="list-style-type: none"> <li>Identifies ONE relevant human resource management process</li> <li>Outlines the chart and/or issues found</li> <li>Makes statements about global factors and/or cost leadership</li> <li>May include some features of a business report and uses some basic business terminology and/or concepts</li> </ul>  | 5–8   |
| <ul style="list-style-type: none"> <li>Makes some reference to human resources and/or operations</li> <li>Uses basic business terminology</li> </ul>  | 1–4   |

**Answers could include:**

Processes of human resource management

- Acquisition
- Development
- Maintenance
- Separation

Operations processes

- Transformation processes
  - sequencing and scheduling
  - Gantt charts

Role of operations management

- Strategic role of operations management – cost leadership

Operations strategies

- Global factors – global sourcing, economies of scale, scanning and learning, research and development.

## Section IV

### Question 26

| Criteria  | Marks |
|---|-------|
| <ul style="list-style-type: none"> <li>Provides a comprehensive explanation of how target markets affect e-marketing, people, processes and physical evidence</li> <li>Applies relevant case study/studies and contemporary business issues</li> <li>Presents a sustained, logical and cohesive response and communicates clearly using relevant business terminology and concepts</li> </ul> | 17–20 |
| <ul style="list-style-type: none"> <li>Provides a sound explanation of how target markets affect e-marketing, people, processes and physical evidence</li> <li>Uses relevant case study/studies and contemporary business issues</li> <li>Presents a logical and cohesive response using relevant business terminology and concepts</li> </ul>  | 13–16 |
| <ul style="list-style-type: none"> <li>Provides some explanation of how target markets affect e-marketing and/or people, processes and physical evidence</li> <li>Makes reference to case study/studies and contemporary business issues</li> <li>Communicates using business terminology and concepts</li> </ul>   | 9–12  |
| <ul style="list-style-type: none"> <li>Describes some aspects of target markets and/or e-marketing and/or people, processes and physical evidence</li> <li>Makes limited reference to case study/studies and/or contemporary business issues</li> <li>Communicates using some business terminology and/or concepts</li> </ul>   | 5–8   |
| <ul style="list-style-type: none"> <li>Makes limited reference to marketing</li> <li>May identify case study/studies</li> <li>Uses basic business terminology and/or concepts</li> </ul>  | 1–4   |

**Answers could include:**

*Marketing process*

- Identifying target markets

*Marketing strategies*

- Market segmentation
- E-marketing
- People, processes and physical evidence

## Question 27

| Criteria   | Marks |
|--|-------|
| <ul style="list-style-type: none"> <li>Provides a comprehensive explanation of how financial strategies achieve liquidity and profitability objectives</li> <li>Applies relevant case study/studies and contemporary business issues</li> <li>Presents a sustained, logical and cohesive response and communicates clearly using relevant business terminology and concepts</li> </ul> | 17–20 |
| <ul style="list-style-type: none"> <li>Provides a sound explanation of how financial strategies achieve liquidity and profitability objectives</li> <li>Uses relevant case study/studies and contemporary business issues</li> <li>Presents a logical and cohesive response using relevant business terminology and concepts</li> </ul>  | 13–16 |
| <ul style="list-style-type: none"> <li>Provides some explanation of how financial strategies achieve liquidity and/or profitability objectives</li> <li>Makes reference to case study/studies and contemporary business issues</li> <li>Communicates using business terminology and concepts</li> </ul>  | 9–12  |
| <ul style="list-style-type: none"> <li>Describes some aspects of financial strategies and/or liquidity and/or profitability objectives</li> <li>Makes limited reference to case study/studies and/or contemporary business issues</li> <li>Communicates using some business terminology and/or concepts</li> </ul>   | 5–8   |
| <ul style="list-style-type: none"> <li>Makes limited reference to finance</li> <li>May identify case study/studies</li> <li>Uses basic business terminology and/or concepts</li> </ul>   | 1–4   |

### **Answers could include:**

Objectives of financial management

- Liquidity
- Profitability

Financial management strategies

- Cash flow management
  - cash flow statements
  - distribution of payments, discounts for early payment, factoring
- Working capital management
  - control of current assets – cash, receivables, inventories
  - control of current liabilities – payables, loans, overdrafts
  - strategies – leasing, sale and lease back
- Profitability management – cost controls – fixed and variable, cost centres, expense minimisation
  - revenue controls – marketing objectives
- Global financial management
  - exchange rates
  - interest rates

- methods of international payment – payment in advance, letter of credit, clean payment, bill of exchange
- hedging
- derivatives.

# 2025 HSC Business Studies Mapping Grid

## Section I

| Question | Marks | Content  | Syllabus outcomes |
|----------|-------|--|-------------------|
| 1        | 1     | Operations – strategies – performance objectives pg 20   | H5                |
| 2        | 1     | Marketing – role – types of markets pg 22  | H1                |
| 3        | 1     | Finance – processes – monitoring and controlling pg 24   | H4                |
| 4        | 1     | Human resources – influences – legal framework – antidiscrimination and equal employment opportunity pg 26 | H2                |
| 5        | 1     | Marketing – influences – consumer laws pg 22   | H1                |
| 6        | 1     | Marketing – strategies – global marketing pg 22  | H1, H5            |
| 7        | 1     | Operations – strategies – supply chain management pg 20  | H5                |
| 8        | 1     | Operations – strategies – quality management pg 20   | H2                |
| 9        | 1     | Finance – role – objectives of financial management pg 23  | H2                |
| 10       | 1     | Human resources – influences – legal pg 26   | H2                |
| 11       | 1     | Human resources – strategies – recruitment – internal/external pg 26                                       | H4                |
| 12       | 1     | Operations – strategies – overcoming resistance to change pg 20  | H5                |
| 13       | 1     | Marketing – processes pg 22  | H5                |
| 14       | 1     | Marketing – strategies – price pg 22   | H5                |
| 15       | 1     | Human resources – effectiveness – indicators pg 26   | H6, H9            |
| 16       | 1     | Finance – processes – monitoring and controlling pg 24   | H4, H10           |
| 17       | 1     | Human resources – key influences – work health and safety pg 26  | H2                |
| 18       | 1     | Finance – processes – limitations of financial reports pg 24   | H4                |
| 19       | 1     | Operations – processes pg 20   | H4                |
| 20       | 1     | Finance – processes – financial ratios pg 24   | H4, H10           |

## Section II

| Question | Marks | Content  | Syllabus outcomes |
|----------|-------|--|-------------------|
| 21 (a)   | 2     | Operations – influences – corporate social responsibility pg 20          | H3                |
| 21 (b)   | 2     | Operations – role – goods and/or services in different industries pg 20  | H1                |
| 21 (c)   | 3     | Operations – influences – government policies pg 20                      | H2                |
| 21 (d)   | 4     | Operations – strategies – outsourcing pg 20                              | H5                |
| 22 (a)   | 2     | Marketing – processes – situational analysis pg 22                       | H4                |
| 22 (b)   | 4     | Marketing – strategies – products pg 22                                  | H5                |
| 22 (c)   | 3     | Marketing – processes – implementation, monitoring and controlling pg 22 | H4                |

| Question | Marks | Content  | Syllabus outcomes |
|----------|-------|--|-------------------|
| 23 (a)   | 2     | Finance – processes – financial ratios – efficiency –expense ratio<br>pg 24  | H10               |
| 23 (b)   | 4     | Finance – processes – financial ratios – comparative ratio analysis<br>pg 24 | H4, H6, H8        |
| 23 (c)   | 4     | Finance – influences – global market influences pg 24                        | H2, H4, H8        |
| 24 (a)   | 3     | Human resources – influences – technology pg 26                              | H2, H7            |
| 24 (b)   | 3     | Human resources – influences – stakeholders pg 26                            | H3, H4, H7        |
| 24 (c)   | 4     | Human resources – influences – the legal framework pg 26                     | H2, H4, H7        |

**Section III**

| Question | Marks | Content  | Syllabus outcomes |
|----------|-------|--|-------------------|
| 25       | 20    | Human Resources – processes pg 26<br>Operations – processes – sequencing and scheduling – Gantt charts pg 20<br>Operations – strategies – global factors pg 20 | H4, H5, H8, H9    |

**Section IV**

| Question | Marks | Content   | Syllabus outcomes  |
|----------|-------|---|--------------------|
| 26       | 20    | Marketing – processes – identifying target markets pg 22<br>Marketing – strategies – people, processes and physical evidence / e-marketing pg22 | H2, H5, H6, H7, H9 |
| 27       | 20    | Finance – strategies pg24<br>Finance – role – objectives of financial management – profitability, liquidity pg 23                               | H2, H5, H6, H7, H9 |