

2017 HSC Business Studies

Marking Guidelines

Section I

Multiple-choice Answer Key

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

*Both C and D were accepted as correct.

Section II

Question 21 (a)

Criteria	Marks
• Sketches in general terms the role of operations management in this business	2
• Makes a statement about operations	1

Sample answer:

Operations management involves the bank being a cost leader and differentiating the business from competitors.

Question 21 (b)

Criteria	Marks
• Clearly provides why and/or how improving operations processes may lead to better customer service	4
• Provides why and/or how improving operations processes may lead to better customer service	3
• Sketches in general terms operations processes and/or customer service	2
• Makes a statement about operations processes and/or customer service	1

Sample answer:

Improved transforming resources, such as bank staff and facilities like branches, along with changes to the transformation process, such as more effective use of technology and improved role descriptions for staff, will lead to improvements in customer service. Bank branches are laid out more efficiently and internet banking and other online banking services are aimed at providing better customer service.

Question 21 (c)

Criteria	Marks
• Makes a clear judgement of ONE operations strategy that may improve the long-term success of the business	6
• Makes a judgement of ONE operations strategy that may improve the long-term success of the business	5
• Provides the relationship between ONE operational strategy and long-term improved success of the business	4
• Provides characteristics and features of an operations strategy that could improve the long-term success of the business	3
• Sketches in general terms an operations strategy	2
• Makes a statement about an operations strategy	1

Sample answer:

The bank may use outsourcing as a cost-effective strategy to improve the long-term sustainability of the business. Outsourcing allows the bank to focus on the quality of service to customers, grow market share and improve profitability. Outsourcing the customer inquiry centre improves flexibility in regards to operating in different time zones to accommodate Australian customers. Establishing an overseas customer inquiry centre will reduce costs because the business will have access to less expensive labour.

Question 22 (a)

Criteria	Marks
• Gives detailed reason/s why ethical behaviour is important in the marketing of this business	4
• Gives reason/s why ethical behaviour is important in the marketing of this business	3
• Identifies why ethical behaviour is important OR	2
• Gives an example of ethical behaviour	
• Refers to ethical behaviour	1

Sample answer:

Ethical behaviour is important in the marketing of this business because their target market is the parents/carers of young children who need to be protected from products that may damage their health. Ethical behaviour exceeds legal requirements and improves the business's reputation leading to improved sales and therefore increased profitability.

Question 22 (b)

Criteria	Marks
• Clearly provides why and/or how one area of consumer law influences the company's promotion strategies	5
• Provides why and/or how one aspect of consumer law influences the company's promotion strategies	4
• Provides characteristics and features of consumer laws and/or promotion strategies	3
• Sketches in general terms promotion strategies and/or consumer laws	2
• Refers to promotion strategies or consumer laws	1

Sample answer:

The company may use advertising such as brochures, TV and parenting magazines to promote their toys. They must follow consumer laws. These laws prohibit deceptive and misleading advertising such as fine print that is difficult to read and unsubstantiated data of the educational benefits of their products. The company should comply with consumer laws or risk financial penalties such as fines or even prosecution through the courts.

Question 23 (a) (i)

Criteria	Marks
• Provides characteristics and features of ONE monetary reward offered during the recruitment process	2
• Shows an understanding of ONE monetary reward	1

Sample answer:

A salary is paid to the receptionist for the work they perform. It includes sick leave, long service leave and superannuation.

Question 23 (a) (ii)

Criteria	Marks
• Provides characteristics and features of ONE non-monetary reward offered during the recruitment process	2
• Shows an understanding of ONE non-monetary reward	1

Sample answer:

Non-monetary rewards do not have financial value. An employee of the month award is recognition either publicly or within the business of the contribution the employee has made.

Question 23 (b)

Criteria	Marks
• Sketches in general terms an issue that could arise during the acquisition process	2
• Makes a statement about acquisition	1

Sample answer:

One issue that may arise is the lack of suitable applicants for the position. This may result in the business not being able to fill the position with an applicant who has the appropriate skills.

Question 23 (c)

Criteria	Marks
• Provides detailed reasons in favour of TWO indicators that could be used to measure the effectiveness of human resource management	6
• Provides reasons in favour of TWO indicators that could be used to measure the effectiveness of human resource management	5
• Provides reasons in favour of ONE indicator that could be used to measure the effectiveness of human resource management AND • Provides characteristics and features of ONE indicator that could be used to measure the effectiveness of human resource management	4
• Provides reasons in favour of effective human resource management OR • Provides characteristics and features of TWO indicators	3
• Sketches in general terms an indicator	2
• Makes a statement about the effectiveness of human resource management	1

Sample answer:

- Level of disputation – as there have been workplace disputes, this could indicate workers have not adjusted to the rapid expansion of the company. The company may have failed to put into place adequate training and development to cope with the expansion. Human resource management has not been effective and must prepare the staff for changes within the workplace or further disputation may occur.
- Changes in staff turnover – high levels of staff turnover may indicate staff dissatisfaction with work. Human resource management needs to address the reasons why staff are leaving the business. To do this, management may conduct interviews with staff before they leave.

Question 24 (a)

Criteria	Marks
• Makes clear that the appreciation of the Australian dollar reduces costs AND affects the business's competitive position	2
• Makes a general statement about the effects of an appreciation of the Australian dollar	1

Sample answer:

The appreciation of the Australian dollar means that the imports will be cheaper for the importing business. This enables the business to improve its competitive position.

Question 24 (b)

Criteria	Marks
• Supports in detail a method of payment that reduces the business's financial risk with clear argument or conclusion	5
• Provides why and/or how a method of payment reduces the business's financial risk	4
• Provides characteristics and features of a method of payment that reduces financial risk	3
• Indicates the features of a method of payment or reducing financial risk	2
• Makes a general statement about a method of payment or reducing financial risk	1

Sample answer

The method of payment with the lowest risk for the importer is clean payment. With this method the goods will be shipped and received before the importer pays for them, which reduces risk. The risk to the importer is minimised as it allows them to inspect the goods for quality and quantity prior to payment. While this method requires the exporter to trust the importer it is an effective method to reduce the business's risk.

Section III

Question 25

Criteria	Marks
<ul style="list-style-type: none"> • Sketches in general terms one strategic role of financial management • Provides detailed reasons in favour of two appropriate strategies to improve financial performance • Provides detailed reasons showing why and/or how monitoring and controlling the business's marketing strategy is important • Makes effective use of the information provided, demonstrating extensive knowledge and understanding relevant to the question • Presents a sustained, logical and cohesive business report integrating relevant business terminology and concepts 	17–20
<ul style="list-style-type: none"> • Sketches in general terms one strategic role of financial management • Provides reasons in favour of two strategies to improve financial performance • Provides reasons showing why and/or how monitoring and controlling the business's marketing strategy is important • Makes some use of the information provided, demonstrating some knowledge and understanding relevant to the question • Presents a logical and cohesive business report using relevant business terminology and concepts 	13–16
<ul style="list-style-type: none"> • Sketches in general terms one strategic role of financial management • Provides characteristics and features of strategy/ies to improve financial performance • Provides characteristics and features of the importance of monitoring and controlling the business's marketing strategy • Includes features of a business report and uses some business terminology and concepts 	9–12
<ul style="list-style-type: none"> • Identifies one strategic role of financial management • Sketches in general terms financial strategy/ies • Sketches in general terms the business's marketing strategy • May include some features of a business report and uses basic business terminology 	5–8
<ul style="list-style-type: none"> • Refers to finance and/or marketing strategy/ies • Uses basic business terminology 	1–4

Answers could include:

- strategic role of financial management
 - benefit shareholders in long term
 - new structure post float
 - navigate declining sales and profitability
 - maintain competitiveness
- 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
- implementation, monitoring and controlling
 - developing a financial forecast
 - comparing actual and planned results
 - revising the marketing strategy if necessary.

Section IV

Question 26

Criteria	Marks
<ul style="list-style-type: none"> • Draws out and clearly relates the response of human resource management to economic, technological and social influences • Applies relevant case study/studies and contemporary business issues • Presents a sustained, logical and cohesive response and communicates clearly using relevant business terminology and concepts 	17–20
<ul style="list-style-type: none"> • Makes evident the response of human resource management to economic, technological and social influences • Uses relevant case study/studies and contemporary business issues • Presents a logical and cohesive response using relevant business terminology and concepts 	13–16
<ul style="list-style-type: none"> • Provides characteristics and features of economic, technological and social influences on human resource management • May make reference to case study/studies and contemporary business issues • Communicates using business terminology and concepts 	9–12
<ul style="list-style-type: none"> • Sketches in general terms economic and/or technological and/or social influences • May make reference to case study/studies and/or contemporary business issues • Communicates using some business terminology and concepts 	5–8
<ul style="list-style-type: none"> • Makes limited reference to human resource management • May identify case study/studies • Uses basic business terminology 	1–4

Answers could include:

- economic
 - economic cycle
 - structural change
 - globalisation
- technological
 - telecommuting, new communications technologies
 - virtual teams
 - disruptive technologies
- social – changing work patterns, living standards
 - career flexibility
 - job mobility
 - changing female participation rates
 - aging workforce
 - changing retirement age
 - living standards
 - work/life balance.

Question 27

Criteria	Marks
<ul style="list-style-type: none"> • Draws out and clearly relates the effect of globalisation to operations management • Applies relevant case study/studies and contemporary business issues • Presents a sustained, logical and cohesive response and communicates clearly using relevant business terminology and concepts 	17–20
<ul style="list-style-type: none"> • Makes evident the relationship between the effect of globalisation and operations management • Uses relevant case study/studies and contemporary business issues • Presents a logical and cohesive response using relevant business terminology and concepts 	13–16
<ul style="list-style-type: none"> • Provides characteristics and features of the effect of globalisation on operations management • May make reference to case study/studies and contemporary business issues • Communicates using business terminology and concepts 	9–12
<ul style="list-style-type: none"> • Sketches in general terms globalisation and/or operations management • May make reference to case study/studies and/or contemporary business issues • Communicates using some business terminology and concepts 	5–8
<ul style="list-style-type: none"> • Makes limited reference to operations management or globalisation • May identify case study/studies • Uses basic business terminology 	1–4

Answers could include:

- role of operations management
 - strategic role of operations management
 - cost leadership
 - goods/services differentiation
 - goods and/or services in different industries
 - interdependence with other key business functions

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

2017 HSC Business Studies Mapping Grid

Section I

Question	Marks	Content	Syllabus outcomes
1	1	Human Resources	H5
2	1	Operations	H6
3	1	Marketing	H2
4	1	Finance	H5
5	1	Marketing	H5
6	1	Finance	H2
7	1	Marketing	H2
8	1	Marketing	H3
9	1	Operations	H5
10	1	Marketing	H3
11	1	Human Resources	H5
12	1	Finance	H10
13	1	Finance	H2
14	1	Marketing	H4
15	1	Finance	H10
16	1	Operations	H5
17	1	Finance	H10
18	1	Finance	H3
19	1	Human Resources	H5, H6
20	1	Finance	H10

Section II

Question	Marks	Content	Syllabus outcomes
21 (a)	2	Operations	H4
21 (b)	4	Operations	H5, H6, H8
21 (c)	6	Operations	H2, H5, H6
22 (a)	4	Marketing	H3
22 (b)	5	Marketing	H2, H5
23 (a) (i)	2	Human Resources	H2
23 (a) (ii)	2	Human Resources	H5
23 (b)	2	Human Resources	H5
23 (c)	6	Human Resources	H5, H6
24 (a)	2	Finance	H2
24 (b)	5	Finance	H2, H5, H6

Section III

Question	Marks	Content	Syllabus outcomes
25	20	Marketing, Finance	H2, H4, H5, H6, H8, H9

Section IV

Question	Marks	Content	Syllabus outcomes
26	20	Human Resources	H1, H2, H5, H6, H8, H9
27	20	Operations	H1, H2, H5, H6, H8, H9