



SAMPLE ASSESSMENT TASKS

**BUSINESS MANAGEMENT AND ENTERPRISE
GENERAL YEAR 12**

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Sample assessment task

Business Management and Enterprise – General Year 12

Task 3 – Unit 3

Assessment type: Response

Conditions

Time for the task: 40 minutes

In class, conducted under test conditions

Task weighting

6% of the school mark for this pair of units

Kerry’s Café currently has four established locations in the Perth metropolitan area. Kerry, the owner, has noticed recently that the number of customers has decreased overall, resulting in reduced sales and profits.

1. The marketing mix has several elements, two of which are performance and physical presence.
 - a. Outline what performance is as part of the marketing mix and identify two different ways that the café could measure its performance. (4 marks)

- b. Outline what physical presence of the business refers to in relation to the marketing mix and describe two different ways the business could establish and/or improve this. (6 marks)

Physical preference refers to

First method to improve physical presence of the business

Second method to improve physical presence of the business

2. Identify two other elements of the marketing mix and how they may apply to this business.

(4 marks)

Element 1 _____

Element 2 _____

To assist Kerry in determining why customers may not be returning, explain to her how conducting some customer profiling may help. (3 marks)

3. Explain a strategy the café could adopt for managing customer relationships. (3 marks)

4. Kerry would like to promote her business to appeal to more customers. Outline to Kerry two different ways she could use technologies to facilitate promotional activities. (4 marks)

Marking key for sample assessment task 3 – Unit 3

1. The marketing mix has several elements, two of which are performance and physical presence.

- a. Outline what performance is as part of the marketing mix and identify two different ways that the café could measure its performance. (4 marks)

Description	Marks
Outlines what performance is as part of the marketing mix	2
States a fact about performance as part of the marketing mix	1
Subtotal	/2
Identifies two different ways the business can measure performance	2
Identifies one way the business can measure performance	1
Subtotal	/2
Total	/4
Answer could include, but is not limited to:	
Performance is the evaluation of the café's marketing objectives (e.g. increased customer numbers, increased customer satisfaction) using key performance indicators.	
The café could measure its performance using:	
<ul style="list-style-type: none"> • sales revenue from customer orders • customer satisfaction (e.g. surveys, feedback forms, online reviews). 	

- b. Outline what physical presence of the business refers to in relation to the marketing mix and describe two different ways the business could establish and/or improve this. (6 marks)

Description	Marks
Outlines what physical presence is as part of the marketing mix	2
States a fact about physical presence as part of the marketing mix	1
Subtotal	/2
For each of the two ways the physical presence could be established or improved	
Describes a way the physical presence could be established or improved	2
States a way the physical presence could be established or improved	1
Subtotal	/4
Total	/6
Answer could include, but is not limited to:	
Physical presence includes all the ways that a business can create an identity that the customer can see and be reassured by.	
The café could consider the following if trying to establish and/or improve its physical presence:	
<ul style="list-style-type: none"> • signage – alerts customers to the café, can be inviting to attract new customers, recognisable signage may encourage repeat customers or alert customers to other locations of the café • webpage – promote the business to new customers, identifies their products (menu) and location • staff uniform – promotes a professional service, easy to recognise staff in each location. 	

2. Identify two other elements of the marketing mix and how they may apply to this business.

(4 marks)

Description	Marks
For each element of the two elements	
Identifies an element of the marketing mix and states how it may be applied to the business	2
Identifies an element of the marketing mix	1
Total	/4
Answer could include, but is not limited to:	
<ul style="list-style-type: none"> • Product – the goods (food and drinks) and services (dine-in, take-away, catering) made available to customers. The aim is for the business to determine what will appeal to its customers. • Price – how much the customer will be charged for each product (e.g. are dine-in and take-away prices the same, will discount be offered if a customer supplies their own cup for take-away coffee). If the price is too high, customers may feel they are being cheated, but if it is too low, they may feel the item is of inferior quality and not worth buying. • Place – where the cafés are located, would a different location bring more customers or have less competitors nearby. • Promotion – methods used to promote the product and inform customers about the cafés menu, location, opening time, services provided etc. • People – the employees of the business, may include providing training in customer service, food and drink preparation to provide the best quality food, drinks and service to all customers. • Processes – the procedures implemented by the café to ensure that customers are provided with good quality food and drinks in a reasonable time. 	

3. To assist Kerry in determining why customers may not be returning, explain to her how conducting some customer profiling may help.

(3 marks)

Description	Marks
Explains how customer profiling may help the business	3
Describes how customer profiling may help the business	2
States a fact about customer profiling	1
Total	/3
Answer could include, but is not limited to:	
<p>Customer profiling is a way of obtaining information to form or create a description of the café's typical customers. This is then used to assist in the café's future decision making.</p> <p>For example, the café could use the information to determine their customers preferences for</p> <ul style="list-style-type: none"> • food options, e.g. healthy food choices • opening times, e.g. before work, after work, weekends • locations, e.g. access to easy parking, near grocery stores. 	

4. Explain a strategy the café could adopt for managing customer relationships. (3 marks)

Description	Marks
Explains an appropriate strategy the café could use	3
Describes an appropriate strategy the café could use	2
Identifies an appropriate strategy the café could use	1
Total	/3

Answer could include, but is not limited to:

The business could introduce loyalty programs for customers – rewards for loyal/repeat customers by providing them with benefits and perks, for example:

- customer reward, e.g. card to buy nine coffees and get the tenth one free, free desert on birthdays when a main meal is ordered
- discounts for bringing your own cup for take-away coffees
- notification of and/or allowing prior booking for special events, e.g. Mother's day lunch.

5. Kerry would like to promote her business to appeal to more customers. Outline to Kerry two different ways she could use technologies to facilitate promotional activities. (4 marks)

Description	Marks
For each use of the two ways to use technology	
Outlines how the technology could be used to facilitate promotional activities	2
Briefly outlines how the technology could be used to facilitate promotional activities	1
Total	/4

Answer could include, but is not limited to:

Internet – creating an online presence to promote the café and communicate with all potential customers, e.g. Facebook page with competitions for customers who join the page, webpage with details of menu and services offered, Instagram account with images of menu items.

Mobile devices – using mobile technologies to promote the café and can be targeted to all or selected customers, e.g. sending SMS messages for specials to customers for their birthday, creating an app for the business as a means of rewarding customers, such as providing a loyalty discount.

Sample assessment task

Business Management and Enterprise – General Year 12

Task 8 – Unit 4

Assessment type: Business research

Conditions

Period allowed for completion of the task

Part A: two weeks

Part B: 45 minutes in class under test conditions

Task weighting

10% of the school mark for this pair of units

Part A – Research

(10 marks)

In preparation to complete the in-class validation component of this task, you are required to research the following areas of the syllabus:

- the concept of intellectual property (IP)
- purpose of IP laws in Australia
- types of intellectual property registrations, including:
 - patents
 - trademarks (including domain names)
 - designs
- process for Australian IP registration.

The in-class validation will consist of an extended answer question based on some or all of content you are required to research. Prior to commencing the in-class validation you will need to submit evidence of the research you have conducted, including a bibliography.

You will not have access to your research during the in-class validation.

Part B – In-class validation**(20 marks)**

BeaZea is a clothing business set up by friends Zach and Beth. In the past the business has used recycled fabrics and textile materials to create unisex garments and accessories. Recently, they developed a new process for treating leather that made it very pliable and waterproof. Once treated many of the pieces of leather are then used to create the garment and original accessories for men and women. Each garment piece is branded with BeaZea's unique logo for promotional purposes.

Indokk, an Australia-wide fashion label that features leather in its designs, is preparing for the launch of its new season's styles. The business is looking for a new range of accessories to complement its range and approached BeaZea with a view to contracting it to create these accessories.

During discussions between the two businesses, it was discovered that BeaZea doesn't have legal ownership of the process for treating the leather that it uses to create their garments and accessories. As a result, management of Indokk now has reservations about entering a contract with BeaZea.

1. Explain the concept of intellectual property (IP). (3 marks)
2. Explain three different types of IP registrations in Australia that the owners of BeaZea should apply for providing a relevant example for each relating to the business. (12 marks)
3. Explain the purpose of IP laws to the business as the owners of BeaZea are still not sure why they should do this. (5 marks)

Marking key for sample assessment task 8 – Unit 4

Part A – Research

Description	Marks
Provides evidence of comprehensive, targeted research	9–10
Provides evidence of targeted research	7–8
Provides evidence of mostly targeted research	5–6
Provides some evidence of research	3–4
Provides limited evidence of research	1–2
Total	/10

Part B – In-class validation

1. Explain the concept of intellectual property (IP). (3 marks)

Description	Marks
Explains the concept of intellectual property	3
Describes the concept of intellectual property	2
States a fact about intellectual property	1
Total	/3

Answer could include, but is not limited to:

Intellectual property (IP) refers to using the mind to develop something that is original or new, such as a new invention, brand, design or imaginative creation of some kind.

2. Explain three different types of IP registrations in Australia that the owners of BeaZea should apply for providing a relevant example for each relating to the business. (12 marks)

Description	Marks
For each type of IP	
Explains the type of IP registration and provides a relevant business example	4
Explains the type of IP registration	3
Describes the type of IP registration	2
Identifies a type of IP registration	1
Total	/12

Answer could include, but is not limited to:

Patent

- A patent is an ownership right that is legally enforceable and granted for an invention that is new and useful for such things as a device, a substance, a method or process, or a combination of any of these.
- The owners of BeaZea should register for a patent for their new process for treating leather that makes it very pliable and waterproof.

Trademark

- A trademark is a way of identifying a unique product or service to distinguish it from other businesses, products or services.
- The owners of BeaZea should register for a trademark for their logo which they use to brand all their garments.

Design

- A design refers to the unique and distinctive appearance of a product and includes things such as the features of shape, configuration, pattern or ornamentation.
- The owners of BeaZea should register for a design for their product designs, i.e. the design or visual appearance of the garments and accessories they create.

3. Explain the purpose of IP laws to the business as the owners of BeaZea are still not sure why they should do this. (5 marks)

Description	Marks
Explains the purpose of IP laws with reference to the business	5
Explains the purpose of IP laws with some reference to the business	4
Describes the purpose of IP laws with some reference to the business	3
Describes the purpose of IP laws	2
States a fact about IP laws	1
Total	/5

Answer could include, but is not limited to:

- As BeaZea has not registered a patent for the new leather treating process that is used in its line of accessories, a third party could copy the process.
- Registering a patent prevents third parties from benefiting from using a process that BeaZea has developed and paid to have registered.
- Once the IP is registered BeaZea, as the owner of the registered IP, will have a legal right to its ownership and therefore making it unlawful for other parties to copy the process, designs or logo without prior negotiation with BeaZea.
- If BeaZea does register for a patent, design and trademark, anyone who copies the process for treating the leather, their designs or uses their logo can be taken to court and compensation sought.