

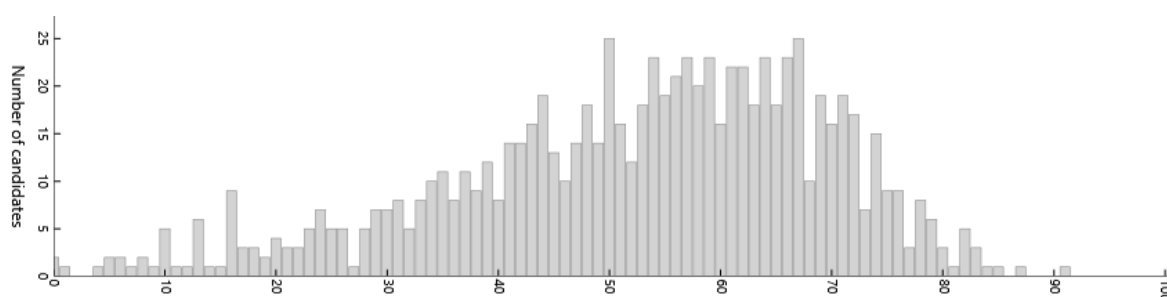


## Summary report of the 2022 ATAR course examination report: Business Management and Enterprise

Year	Number who sat	Number of absentees
2022	839	16
2021	847	29
2020	952	36
2019	873	15

The number of candidates sitting and the number attempting each section of the examination can differ as a result of non-attempts across sections of the examination.

### Examination score distribution–Written



### Summary

The written examination consisted of two sections: Section One: Short answer and Section Two: Extended answer. The mean of 52.29% was a 0.39% decrease compared to the mean of the 2021 examination. Candidates performed better in the Short answer section with a mean of 55.12%, an increase of 2.03% compared to the 2021 examination. The mean in the Extended answer section was 48.06%, a decrease of 4.01% compared to the 2021 examination.

Attempted by 838 candidates                      Mean 52.29%                      Max 90.60%    Min 0.00%

Section means were:

Section One: Short answer	Mean 55.12%		
Attempted by 838 candidates	Mean 33.07(/60)	Max 57.00	Min 0.00
Section Two: Extended answer	Mean 48.06%		
Attempted by 831 candidates	Mean 19.23(/40)	Max 34.80	Min 0.00

### General comments

The examination provided a good coverage of the syllabus. Most candidates completed the entire examination. It did not appear as though sections of the examination were omitted due to time constraints. The marks allocated to each question were fair, valid, and appropriate. This allowed candidates to access the full range of marks available for each question. However, it appeared that many candidates failed to read questions carefully or misinterpreted what the question was asking. This was apparent in candidate responses for Question 4 part (b) and Question 6 part (a). A common error was candidates confusing leadership traits with leadership styles. There appeared to be fewer rote-learned responses this year and the length of responses increased from just one simple sentence to a more detailed answer. Compared to previous years, there were fewer non-attempts to questions,

with most candidates writing responses in Section Two: Extended answer. Most candidates demonstrated a sound understanding of SWOT analysis theory. However, they did not identify correctly the facts from the case study and apply their knowledge when constructing the SWOT analysis. Generally, candidates failed to incorporate the facts of the case studies in their responses to achieve higher marks in this section.

#### *Advice for candidates*

- Ensure that your writing is legible.
- Make sure that you incorporate facts from the case studies in the Extended answer section.
- Understand the difference between leadership traits and leadership styles.
- When writing responses, make sure that you address the instructional verb used in the question, such as outline, describe, explain, discuss or analyse.
- Consider the mark allocation for each question to help guide the level of detail required in your answers.

#### *Advice for teachers*

- Provide your students with sufficient practice in writing answers to examination questions.
- Encourage students to look at the mark allocated of each question before writing their responses. For example, a question worth three marks, should not result in a student writing an entire page. Conversely, a question worth eight marks should be more than a sentence or two.
- Build business knowledge by exposing students to a wide range of terminology applicable to the course.
- Assist students to differentiate between instructional verbs such as outline, describe, explain, discuss and analyse.
- Provide students with the experience of writing responses to higher order verbs for extended answers.
- Provide students with opportunities to practice applying their knowledge to specific scenarios, where they use or quote information contained in the scenario.
- Ensure that you are using current text books/information. Use a variety of textbooks and/or resources to expose students to a wide range of information.

### ***Comments on specific sections and questions***

#### **Section One: Short answer (60 Marks)**

Almost all candidates provided a response to all of the questions in this section. Candidates performed best in Question 1 with Question 2, involving Lewin's Forcefield Analysis being the most challenging.

#### **Section Two: Extended answer (50 Marks)**

In Section Two: Extended answer, nearly all candidates attempted the required two of three questions provided. This section of the examination allowed candidates to apply their knowledge to information presented in the case studies on which the questions were based. Many candidates wrote responses that were too brief or too general, or did not include or apply the information presented to them in the case studies. Question 7 was the most favoured, followed by Question 9 and then Question 8. Candidates performed slightly better in Question 8.