



# **BUSINESS MANAGEMENT AND ENTERPRISE**

## **GENERAL COURSE**

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Marking key for the Externally set task  
Sample 2016

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# Business Management and Enterprise

## Externally set task – marking key

1. Define physical presence in relation to the marketing mix and using **one (1)** example, explain its importance to the business.

Description	Marks
Defines physical presence	
Definition of physical presence: Any physical representation of a business that is seen by consumers and helps them to form opinions.	1
Selects one appropriate example of business physical presence	
Examples of business physical presence could include: <ul style="list-style-type: none"> <li>• signage</li> <li>• webpage</li> <li>• staff uniforms.</li> </ul>	1
Importance to business of physical presence	
Comprehensively explains the importance of physical presence to a business	2
Outlines the importance of physical presence to a business and incorrectly explains it or does not explain it.	1
The importance of physical presence to a business could include: <ul style="list-style-type: none"> <li>• signage – visibility, location, size, appeal and the message conveyed</li> <li>• webpage – accessibility, navigation, ease of use, representation, information provided</li> <li>• uniforms – practicality, appropriate, cleanliness, image.</li> </ul> Accept any other logical, correct response.	
<b>Total</b>	<b>4</b>

2. Explain **three (3)** forms of misleading or deceptive conduct in business marketing activity.

Description	Marks
Forms of misleading or deceptive conduct (2 marks each for each form)	
Comprehensively explains the form of misleading or deceptive conduct in business marketing activity.	2
States the form of misleading or deceptive conduct and incorrectly explains it or does not explain it.	1
Forms of misleading or deceptive conduct in business marketing activity could include: <ul style="list-style-type: none"> <li>• bait advertising: to draw customers to the store, or business advertising products that are not available and are unlikely to be for some time</li> <li>• false scientific claims: making claims in regards to product performance that are not based on scientific research, or exaggerating results</li> <li>• country of origin claims: making false claims about the country in which the majority of a product was produced or manufactured</li> </ul> Accept any other logical, correct response.	
<b>Total</b>	<b>6</b>

- 3(a) Provide **two (2)** examples of Australian product safety standards that businesses are required to follow.

Description	Marks
Examples of business requirements of Australian product safety standards. (1 mark for each example)	
Provides two appropriate examples of business following requirement of Australian product safety standards.	2
Provides one appropriate example of Australian product safety standards and incorrectly provides or does not provide a second appropriate example.	1
Examples of Australian product safety standards could include: <ul style="list-style-type: none"> <li>• accurate labelling on packaging regarding manufacturing, ingredients</li> <li>• warning labels for use and about misuse</li> <li>• instructions for use or operation</li> <li>• complying with industry standards.</li> </ul>	
<b>Total</b>	<b>2</b>

- (b) State **two (2)** conditions under which consumers are entitled to a refund.

Description	Marks
Entitlement to refunds. (1 mark for each entitlement)	
States two appropriate conditions under which consumers are entitled to a refund	2
States one appropriate condition under which consumers are entitled to a refund	1
Conditions under which consumers are entitled to a refund could include: <ul style="list-style-type: none"> <li>• item does not match the description or picture given</li> <li>• item does not do what it was advertised to do</li> <li>• item is faulty or unsafe.</li> </ul> Accept any other logical, correct response.	
<b>Total</b>	<b>2</b>

- 4(a) Explain the **four (4)** phases of the employment cycle.

Description	Marks
Employment cycle phases (2 marks for each phase)	
Correctly explains the phases of the employment cycle.	2
Lists the phases and explains inaccurately or does not explain each phase.	1
Phases of the employment cycle are: <ul style="list-style-type: none"> <li>• acquisition phase: staffing needs, job analysis, recruitment, selection</li> <li>• development phase: induction, training</li> <li>• maintenance phase: employment packages, agreements, contracts, ongoing training, performance management</li> <li>• separation phase: retirement, resignation, retrenchment, dismissal.</li> </ul> Accept any other logical, correct response.	
<b>Total</b>	<b>8</b>

- (b) List **two (2)** examples of unfair dismissal and outline a course of action the employee could take if employment is unlawfully terminated.

Description	Marks
Examples of unfair dismissal (1 mark for each example)	
Example is correct under Australian legislation	1–2
<b>Total</b>	<b>2</b>
<p>Examples of unfair dismissal could include:</p> <ul style="list-style-type: none"> <li>• age</li> <li>• race</li> <li>• gender</li> <li>• religion</li> <li>• disability</li> <li>• illness</li> <li>• injury</li> <li>• marital status</li> <li>• filing a complaint against an employer or another employee</li> <li>• family responsibilities.</li> </ul> <p>Accept any other relevant example.</p>	
Course of action that may be taken if employment has been unlawfully terminated	
Clearly outlines an appropriate course of action	2
States an appropriate course of action with inaccurate, limited or no detail	1
<p>Courses of action could include:</p> <ul style="list-style-type: none"> <li>• Approach employer and seek further clarification of dismissal</li> <li>• Lodge an unfair dismissal claim with Fairwork Australia.</li> </ul> <p>Accept any other logical, correct response</p>	
<b>Total</b>	<b>2</b>

(c) Define customer relationship management and explain the role of employees in this process.

Description	Marks
Customer relationship management	
Correctly defines customer relationship management	1
Definitions could include: <ul style="list-style-type: none"> <li>business strategies that help build relationships with customers</li> <li>business focus on customers and customer service.</li> </ul>	
Role of employees in customer relationship management	
Explains the role employees play in customer relationship management.	3
Briefly outlines the role employees play in customer relationship management.	2
Lists an example of the role employees play in customer relationship management.	1
Roles employees play in customer relationship management include: <ul style="list-style-type: none"> <li>awareness of the positive impact and importance of customer focus</li> <li>putting customers first</li> <li>understanding customer needs</li> <li>accurate knowledge of the goods and services provided by the business</li> <li>valuing customer feedback</li> <li>responding to consumer complaints</li> <li>building customer profiles</li> <li>using information provided by customers to improve service</li> <li>understanding the significance of customer loyalty.</li> </ul> Accept any other logical, correct response.	
<b>Total</b>	<b>4</b>