

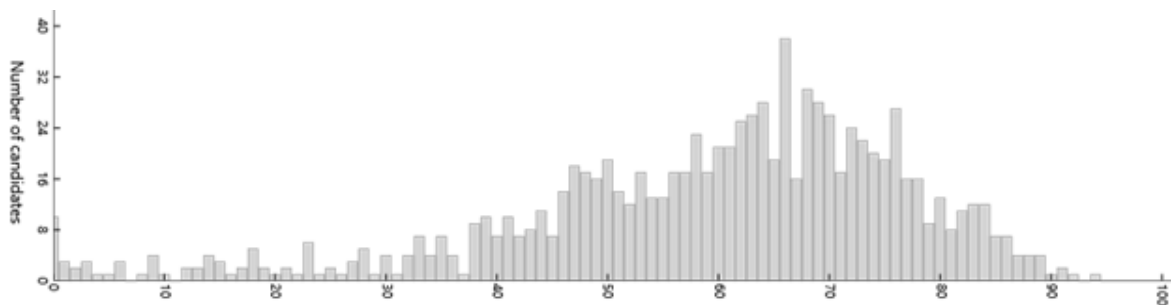


Summary report of the 2023 ATAR course examination report: Business Management and Enterprise

Year	Number who sat	Number of absentees
2023	936	17
2022	839	16
2021	847	29
2020	952	36

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



Summary

The examination consisted of two sections: Section One: Short answer and Section Two: Extended answer. The mean of 58.77% was a 6.48% increase compared to the mean of the 2022 examination. Candidates performed better in both sections of the examination compared to 2022. Section One had a mean of 59.76%, which was an increase of 4.63%, while Section Two had a mean of 57.29%, an increase of 9.23%.

Attempted by 930 candidates Mean 58.77% Max 93.67% Min 0.00%

Section means were:

Section One: Short answer	Mean 59.76%		
Attempted by 929 candidates	Mean 35.85(/60)	Max 57.05	Min 0.00
Section Two: Extended answer	Mean 57.29%		
Attempted by 922 candidates	Mean 22.92(/40)	Max 37.60	Min 0.00

General comments

The examination was accessible and provided good coverage of the syllabus. Many candidates were able to complete the whole paper and there were fewer blank questions and blank papers compared to previous years. There appeared to be fewer prepared responses from candidates this year and the length of responses was improved. Overall, there appeared to be an improvement in the quality of responses provided by the candidates compared with previous years, with examples included to support their responses and consistent use of the facts presented in the case study in the extended response section.

Advice for candidates

- Ensure that your writing is legible.
- Do not rewrite the question before composing your response.
- In Section Two, structure your responses using paragraphs. Start a new paragraph with each new idea or point.
- Be familiar with the *Glossary of key words in the formulation of questions* available on the course page, as this will assist you in knowing how to answer the question, and how much to write.
- Be sure that you know the difference between leadership traits and leadership styles.
- Incorporate the facts of any case studies in your responses.
- Attempt all questions.

Advice for teachers

- Ensure that your students are very familiar with the *Glossary of key words in the formulation of questions*. Assist students to differentiate between these instructional verbs.
- Provide your students with sufficient practice in writing extended answers using paragraphs.
- Encourage students to check the mark allocation for each question before responding. For example, a question worth only three marks should not be answered using an entire page whereas an eight-mark question could be.
- Provide students with opportunities to practise applying their knowledge by engaging with scenarios and utilising or quoting information from the context provided.
- Ensure that you use a variety of resources to expose your students to a wide range of information.

Comments on specific sections and questions

Section One: Short answer (61 Marks)

Almost all candidates attempted all questions in this section. They performed the best in Question 1, which was about how exporting businesses can reduce risk and use technology. Question 3, involving innovation, proved to be the most challenging. Many responses lacked the depth required to achieve full marks.

Section Two: Extended answer (50 Marks)

In Section Two, almost all candidates attempted the required two out of three questions. This section of the examination required candidates to apply their knowledge to information presented in the case studies on which the questions were based. More candidates than in previous years attempted to use information from the case studies in their answers. Question 7 was the most favoured, followed by Question 8. Candidates performed slightly better in Question 8.