



SAMPLE ASSESSMENT TASKS

BUSINESS MANAGEMENT AND ENTERPRISE
ATAR YEAR 11

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Sample assessment task

Business Management and Enterprise – ATAR Year 11

Task 1 – Unit 1

Assessment type: Business research

Conditions

Period allowed for completion of the task: 2 weeks

Task weighting

6% of the school mark for this pair of units

Jelly Jellies has been operating in Western Australia for seven years and has one manufacturing factory supplying five confectionery specialty stores, also owned by the business, in the metropolitan area. Profits have been increasing consistently and the owner of Jelly Jellies is considering expanding his business to other Australian states. Although profits are very healthy, the owner is concerned about owning and running a larger business on his own and also the possible impact of economic factors on how his business might function in the future.

Also, the owner is not sure whether he should be concerned about the public perception of his business. In a recent edition of a local newspaper, it was suggested that Jelly Jellies was an example of a business that is not environmentally friendly as its production and distribution processes were not energy efficient and created more pollution than other similar businesses.

To assist the owner to make some decisions regarding the future of the business, you are to research and write a report addressing the following:

- The owner has considered taking on a partner or converting his business into a small proprietary company. You are to describe each of these types of business ownership structures and provide a recommendation as to which type of business structure you would suggest (i.e. remain as a sole trader or convert to a partnership or small proprietary company), justifying your response. (9 marks)
- Explain four economic factors that may impact on Jelly Jellies and the proposed future expansion of the business. (12 marks)
- Outline the concept of business public image and, using relevant examples, explain the negative impact of environmental issues on the business's image. (7 marks)
- Describe two different methods that the business could implement to improve its public image. The business is likely to only be able to adopt one strategy to improve its image, of the two methods you have suggested, which would you recommend for the business and why? (8 marks)

You are also required to submit evidence of your research with the report. (5 marks)

Declaration of authenticity of work (to be submitted with the task)

I verify that the task I have submitted is my own work and I have acknowledged and provided references for all sources of information that is not my own (including text and images).

Name _____

Signature _____ Date _____

Marking key for sample assessment task 1

Evidence of research

(5 marks)

Description	Marks
Demonstrates comprehensive targeted research	5
Demonstrates targeted research	4
Demonstrates mostly targeted research	3
Demonstrates some research	2
Demonstrated limited research	1
Total	/5

- The owner has considered taking on a partner or converting his business into a small proprietary company. You are to describe each of these types of business ownership structures and provide a recommendation as to which type of business structure you would suggest (i.e. remain as a sole trader or convert to a partnership or small proprietary company), justifying your response.

(9 marks)

Description	Marks
For each type of business ownership structure	
Describes the type business ownership	2
States a fact about the type of business ownership	1
Subtotal	/4
Provides a recommendation for type of business with detailed justification	4–5
Provides a recommendation for type of business with some justification	2–3
Provides a recommendation for type of business	1
Subtotal	/5
Total	/9

Answer could include, but is not limited to:

Partnership – a business owned by 2–20 people

Small proprietary company – a proprietary company that meets at least two of the following criteria:

- the consolidated revenue for the financial year of the company and any entities it controls is less than \$25 million
- the value of the consolidated gross assets at the end of the financial year of the company and any entities it controls is less than \$12.5 million
- the company and any entities it controls have fewer than 50 employees at the end of the financial year.

Recommendation – accept either sole trader, partnership or small proprietary company

Justifications may include:

- ability to raise additional capital
- availability of additional expertise
- sharing of profits
- sharing of decision making
- limited or unlimited liability

- Explain four economic factors that may impact on Jelly Jellies and the proposed future expansion of the business. (12 marks)

Description	Marks
For each economic factor	
Explains a relevant economic factor that may impact on the business	3
Describes a relevant economic factor that may impact on the business	2
Identifies a relevant economic factor that may impact on the business	1
Total	/12

Answer could include, but is not limited to:

Economic factors that impact on business function include:

- inflation – in times of inflation, the value of money decreases and purchasing power of money decreases. Lending institutions tend to not lend money and investment, borrowing and lending are discouraged. Private investors may also be less willing to invest in businesses. Business function can be impacted because cash flow may be affected and business may not be able to acquire enough finance for its activities.
- interest rates – if interest rates increase, debt repayments increase, leaving businesses with less to spend on business functions. When interest rates decrease, the reverse occurs.
- availability of skilled and unskilled labour – if a business requires highly skilled labour, and the demand for that skilled labour is high, businesses will need to pay higher wages to attract that labour. If business function relies on highly skilled labour, it may be affected.
- unemployment rates – if unemployment rates are high, it means that there are people who are currently not working, but are willing and able to work and are currently unable to work, and have actively searched for work. In this case businesses would have a greater choice of employees because there would be a larger pool from which to choose.

- Outline the concept of business public image and, using relevant examples, explain the negative impact of environmental issues on the business's image. (7 marks)

Description	Marks
Outlines the concept of business public image	2
States a fact about business public image	1
Subtotal	/2
Explains the negative impact of environmental issues on the business image	4–5
Explains the negative impact of environmental issues on the business image	3
Describes the negative impact of environmental issues on the business image	2
State a fact about the negative impact of environmental issues on the business image	1
Subtotal	/5
Total	/7
Answer could include, but is not limited to:	
<p>Public image:</p> <ul style="list-style-type: none"> how the business is perceived by the public and by the business stakeholders, such as customers, employees, investors represents what the business stands for, what it considers to be important. <p>When the business engages in business activities that negatively impact on environmental issues such as wasting energy, creating pollution and therefore possibly contributing negatively to climate change, its public image suffers because by its actions it is giving the message that:</p> <ul style="list-style-type: none"> it values profits above caring for the environment and/or the employees working conditions it is not a good corporate citizen it does not respond to the environmental concerns of consumers. <p>This negative public image could lead to:</p> <ul style="list-style-type: none"> decreased sales due to loss of customers higher turnover of staff if environmental working conditions are poor loss of investor confidence. 	

- Describe two different methods that the business could implement to improve its public image. The business is likely to only be able to adopt one strategy to improve its image, of the two methods you have suggested, which would you recommend for the business and why? (8 marks)

Description	Marks
For each method provided	
Describes a method the business could implement to improve its public image	2
Identifies a way the business could improve its public image	1
Subtotal	/4
Provides a detailed justification for which method the business should implement	3–4
Provides a brief justification for which method the business should implement	2
Provides a recommendation for which method the business should implement	1
Subtotal	/4
Subtotal	/8
Answer could include, but is not limited to:	
<p>Donations – i.e. a gift given usually to a charitable organisation. Donations may be made in various forms including cash, goods or time.</p> <p>Corporate sponsorship, i.e. a business arrangement where financial or other support of an activity or event is provided, largely to reach specified business goals. Sponsorship may take the form of sponsoring events or projects which raises the profile of the business in the public eye or in the target market. Examples of projects and events include: sporting events, community events, educational programs, exhibitions and displays, equipment.</p> <p>Justifications method may include:</p> <ul style="list-style-type: none"> contributes to a positive business public image because it improves business image, prestige and credibility catering to the target market, e.g. a cause that may be known Australia wide if expanding the business interstate or selecting a series of causes in each local area takes a form the business can easily provide, e.g. may be easier to provide surplus goods than it is money. 	

Marking key for sample assessment task 8

1. Explain the concept of business motivation, listing **two (2)** examples. (5 marks)

Description	Marks
Explains the concept of motivation	3
Describes the concept of motivation	2
States a fact about motivation	1
Subtotal	/3
Lists two examples	2
Lists one example	1
Subtotal	/2
Total	/5
Answer could include, but is not limited to:	
The term motivation can be used to describe anything that causes people to accomplish more than they would otherwise achieve. Examples include: rewards, status, praise and acknowledgment, competition, job security, public recognition.	

2. Explain **two (2)** benefits of motivation to a business. (6 marks)

Description	Marks
For each benefit	
Explains the benefit of motivation to business	3
Describes the benefit of motivation to business	2
States a fact about a benefit of motivation in business	1
Total	/6
Answer could include, but is not limited to:	
The benefits of business motivation: <ul style="list-style-type: none"> • motivated employees who: <ul style="list-style-type: none"> ▪ are an asset to a business ▪ usually have a positive morale ▪ work hard and increase productivity • may lead to a greater profit for the business 	

3. Discuss why penalties are less effective than rewards as a form of business motivation. (4 marks)

Description	Marks
Discusses why penalties are less effective than rewards	3–4
Briefly discusses why penalties are less effective than rewards	2
States a reason why penalties are less effective than rewards	1
Total	/4
Answer could include, but is not limited to:	
<ul style="list-style-type: none"> • A penalty is a form of punishment or threat of punishment for poor work performance or non-performance. While a penalty can temporarily motivate employees to comply, it often leads to lower morale and disgruntled employees who don't feel valued or motivated to perform. When employees aren't motivated, business performance suffers. <p>But</p> <ul style="list-style-type: none"> • A reward is a way of compensating employees for their work performance. It is a method of demonstrating to employees that their work is valued. When employees are valued they tend to be motivated to increase their work performance, which in turn boosts business performance. 	

4. Outline **two (2)** examples of financial incentives and **two (2)** examples of non-financial incentives that a business may use to help motivate employees. (8 marks)

Description	Marks
For each financial incentive	
Outlines an example of a financial incentive	2
Identifies a financial incentive	1
Subtotal	/4
For each non-financial incentive	
Outlines an example of a non-financial incentive	2
Identifies a non-financial incentive	1
Subtotal	/4
Subtotal	/8
Answer could include, but is not limited to:	
Financial incentives <ul style="list-style-type: none"> • money • bonus, e.g. sales • increase in pay • shares Non-financial incentives <ul style="list-style-type: none"> • skill improvement training • recognition and reward 	

5. Explain how each of the non-financial incentives identified by you in question 4 could increase the motivation of employees. (6 marks)

Description	Marks
For each non-financial incentive	
Explains how the non-financial incentive could increase the motivation of employees	3
Describes how the non-financial incentive could increase the motivation of employees	2
States how the non-financial incentive could increase the motivation of employees	1
Total	/6
Answer could include, but is not limited to:	
Non-financial incentives <ul style="list-style-type: none"> • skill improvement training – improving skill level enables employees to: <ul style="list-style-type: none"> ▪ work more efficiently ▪ be more confident in their ability to perform their tasks ▪ access differing work conditions/options, such as working from home ▪ seek more rewarding employment elsewhere • recognition and reward – acknowledging employee contribution to the business and/or providing a reward (for example, loyalty discount for goods and services within business or other businesses) may: <ul style="list-style-type: none"> ▪ improve employee self-esteem and self-confidence to negotiate working conditions ▪ encourage employees to approach management about accessing improved working conditions, such as flexible working hours or working from home 	
Note: Marks are not awarded to financial incentives	

6. Identify **four (4)** motivation theories and outline two characteristics of each theory. (12 marks)

Description	Marks
For each motivation theory	
Identifies a motivation theory and outlines two characteristics of the theory	3
Identifies a motivation theory and outlines one characteristics of the theory	2
Identifies a motivation theory	1
Total	/12
Answer could include, but is not limited to:	
<p>Maslow's Hierarchy of Needs (Abraham Maslow)</p> <ul style="list-style-type: none"> • general theory of human motivation • stages in the hierarchy of needs: <ul style="list-style-type: none"> ▪ physiological – food, water, shelter and air ▪ safety – security, unfearful, stability ▪ belonging – family, work, group, friends ▪ self-esteem – status, achievement, recognition, respect ▪ self-actualisation – inner talent, personal growth, fulfilment • must meet the requirements of each step, before moving to the next step <p>Herzberg's Motivation-Hygiene Theory (Fredrick Herzberg)</p> <ul style="list-style-type: none"> • expands Maslow's theory • defines two different levels of employee needs in the workplace: <ul style="list-style-type: none"> ▪ hygiene factors (long-term motivation) – work environment and conditions of employment e.g. physical working conditions ▪ motivation factors (short-term motivation) – elements of work e.g. promotion <p>Vroom's Expectancy Theory (Victor Vroom)</p> <ul style="list-style-type: none"> • employees will want to maximise their happiness at work and minimise pain • each employee's performance at work is reflective of personal factors e.g. personality • employees will be motivated if they believe: <ul style="list-style-type: none"> ▪ effort will result in better job performance ▪ better job performance will lead to rewards and benefits ▪ rewards are valued by the employee <p>Adams' Equity Theory (John Stacey Adams)</p> <ul style="list-style-type: none"> • comparison an employee makes between their reward and that of other employees in a similar situation • pay and conditions alone do not determine motivation • employees' perception of fair or unfair treatment when compared with the treatment of others • ratio of inputs (employee efforts) compared with outputs (reward received) 	

7. Select and justify the motivation theory that would be most appropriate for management to adopt in the following situation:
- the business has a high turnover of staff
 - employee morale is low
 - employees are dissatisfied due to the perception that some employees are provided with more options than others, and are rewarded more than others for their effort. (5 marks)

Description	Marks
Identifies the motivation theory and comprehensively justifies how the theory can be used by management to improve employee satisfaction	5
Identifies the motivation theory and justifies how the theory can be used by management to improve employee satisfaction	4
Identifies the motivation theory and briefly justifies how the theory can be used by management to improve employee satisfaction	3
Identifies the motivation theory and states a fact about the motivation theory	2
Identifies the correct motivation theory	1
Total	/5
Answer could include, but is not limited to:	
<p>Adams' Equity Theory is the best match – it relates specifically to the belief that other employees have more options and advantages available to them.</p> <ul style="list-style-type: none"> • comparison an employee makes between their reward and that of other employees in a similar situation • pay and conditions alone do not determine motivation • employees' perception of fair or unfair treatment when compared with the treatment of others • ratio of inputs (employee efforts) compared with outputs (reward received) 	
Note: Other theories do not match the situation as well and would be awarded less marks.	