



Government of **Western Australia**
School Curriculum and Standards Authority

SAMPLE ASSESSMENT TASKS

BUSINESS MANAGEMENT AND ENTERPRISE

GENERAL YEAR 12

Acknowledgement of Country

Kaya. The School Curriculum and Standards Authority (the Authority) acknowledges that our offices are on Whadjuk Noongar boodjar and that we deliver our services on the country of many traditional custodians and language groups throughout Western Australia. The Authority acknowledges the traditional custodians throughout Western Australia and their continuing connection to land, waters and community. We offer our respect to Elders past and present.

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Sample assessment task

Business Management and Enterprise – General Year 12

Unit 3 – Task 1

Assessment type	Business research	
Conditions	Part A – Research component: two weeks	(8 marks)
	Part B – In-class validation: 40 minutes in class under test conditions (Research notes not allowed)	(24 marks)
	Total marks for this task	(32 marks)
Task weighting	15% of the school mark for this pair of units	

Part A: Research component **(8 marks)**

In preparation for the in-class validation component of this task, you are required to complete a research notes retrieval chart on the next page.

You are also required to submit evidence of the research you have conducted in the form of a reference list, using an appropriate referencing style as approved by your teacher.

Note:

The in-class validation will consist of a case study with questions based on some or all of the content you are required to research. Prior to commencing the in-class validation you will need to submit the research notes retrieval chart.

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

Declaration of authenticity of work (to be submitted with the research notes retrieval chart)

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

Name _____

Signature _____ Date _____

Part A: Research notes retrieval chart**(8 marks)**

Complete the retrieval chart below by researching and gathering notes on the syllabus points stated. The first one has been completed for you as an example.

Types of business ownership in small to medium enterprises (SMEs)	Supporting information	Example
Sole traders	A business that has one owner who manages all aspects of the business. They are responsible for all the debts incurred by the business; however, they get to keep all the profits.	They can use their own name as their business name. For example, Simon Tan Gardening Services
Partnerships		
Small proprietary companies		
Not-for-profit organisations		
Franchises		

Impact of economic factors on business function, including	Supporting information	Example
Inflation		
Interest rates		
Availability of skilled and unskilled labour		
Unemployment rates		

Business public image	Supporting information	Example
The concept of business public image		

Methods of raising business public image, including	Supporting information	Example
Corporate sponsorship		
Donations		

Positive and negative impacts on business image of environmental issues, including:

Environmental issue	Positive impacts	Negative impacts
Climate change		
Pollution		
Energy use		
Animal testing		

Reference list

Record the sources used for your research and create a reference list using an appropriate referencing style as approved by your teacher.

The following table/s can be used to collect source information.

Internet – website, document or image

Title of webpage	Date retrieved	Author	Date/year published or last updated	URL (website address)

Book

Title	Author	Publisher	Year published	Place of publication

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Part B: In-class validation (24 marks)

Question 1 (6 marks)

Identify the type of business ownership for each of the business names stated in parts (a), (b) and (c) and state a reason for your answer.

(a) Business name: Tiffany Potter’s Mobile Hairdressing Service (2 marks)

Type of business ownership: _____

Reason:

(b) Business name: D Smith and M Jones Removalists (2 marks)

Type of business ownership: _____

Reason:

(c) Business name: Bowden Pty Ltd

(2 marks)

Type of business ownership: _____

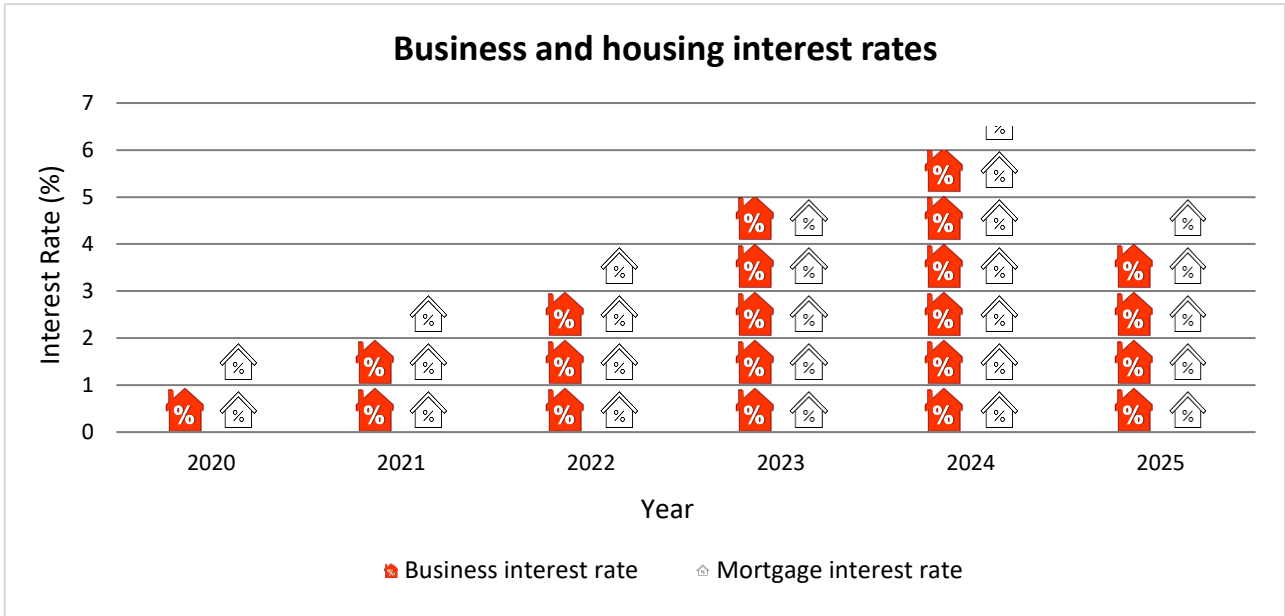
Reason:

Question 2

(8 marks)

Refer to the graphs for parts (a) and (b) of this question, which show two different economic factors, and answer the questions in the spaces provided.

(a) Graph one

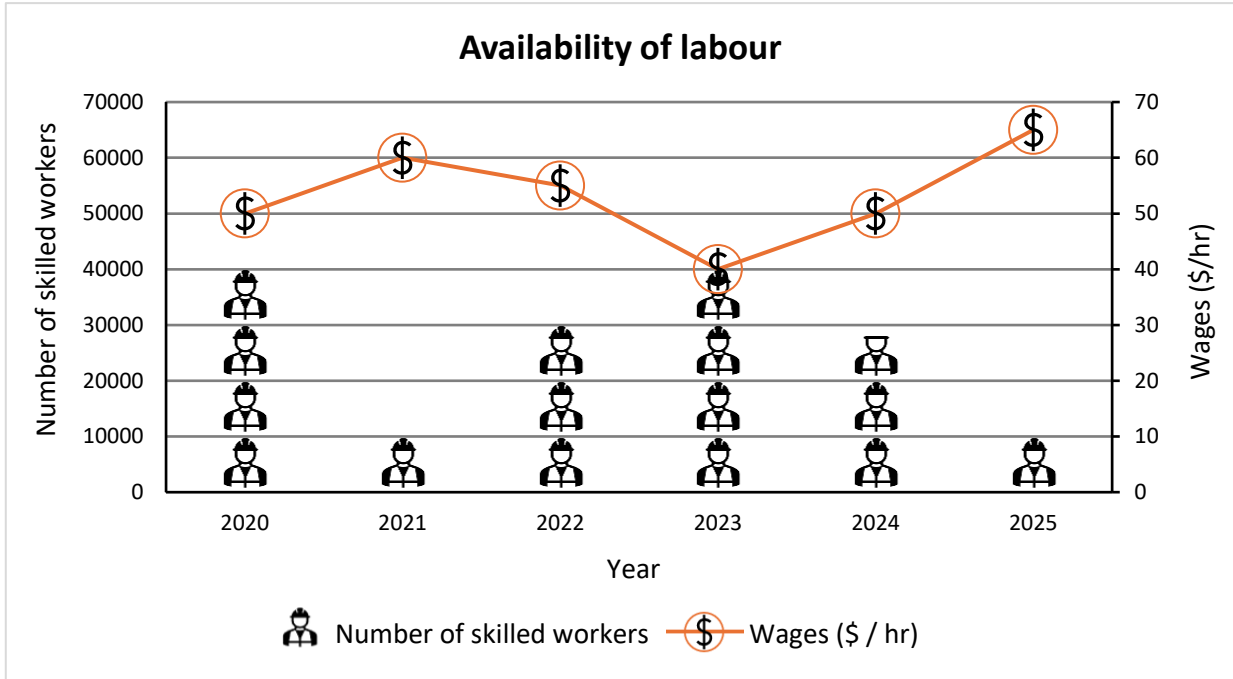


Icons from Microsoft 365® used with permission from Microsoft®

(i) Identify the economic factor shown in graph one. (1 mark)

(ii) Explain the impact of this economic factor on business function. (3 marks)

(b) Graph two



(i) Identify the economic factor shown in graph two. (1 mark)

(ii) Explain the impact of this economic factor on business function. (3 marks)

Question 3

(10 marks)

Use the information from the case study below and your own knowledge to answer questions (a) to (d) in the spaces provided.

Case study

Kara Kosmetics Pty Ltd is a well-established business in the community, recognised for its high-quality, natural cosmetics. However, recent allegations have damaged its reputation, with claims on social media suggesting that Kara Kosmetics’ products contain harmful chemicals that have been tested on animals, despite labels stating, ‘environmentally friendly and not tested on animals.’

Concerned about its public image, the company has released a statement reaffirming its commitment to safe, ethical and sustainable cosmetics. They plan to provide their ingredients list and production processes on social media and new product packaging. Additionally, the business is considering corporate sponsorship to raise its public image and is in discussions with not-for-profit animal welfare organisations.

(a) Distinguish between the types of business ownership that the animal welfare organisations and Kara Kosmetics Pty Ltd operate under. (2 marks)

(b) Outline the concept of business public image. (2 marks)

Marking key for sample assessment task 1 – Unit 3

Part A: Research component

(8 marks)

Description	Marks
Retrieval chart notes	
Completes retrieval chart with consistently relevant supporting information and appropriate examples	5
Completes retrieval chart with mostly relevant supporting information and some appropriate examples	4
Completes most of the retrieval chart with some relevant supporting information and/or examples	3
Completes some of the retrieval chart with some brief information and/or examples	2
Provides limited and/or incomplete notes	1
Subtotal	/5
References	
Provides a list of appropriate sources and applies correct referencing conventions	3
Provides a list of sources and attempts to apply referencing conventions	2
Provides a list of sources without applying referencing conventions (e.g. a list of URLs)	1
Subtotal	/3
Total	/8

Part B: In class validation**(24 marks)****Question 1****(6 marks)**

Identify the type of business ownership for each of the business names stated in parts (a), (b) and (c) and state a reason for your answer.

- (a) Business name: Tiffany Potter's Mobile Hairdressing Service
- (b) Business name: D Smith and M Jones Removalists
- (c) Business name: Bowden Pty Ltd

Description	Marks
For each type of business ownership (3 x 2 marks)	
Identifies the business ownership type	1
States a reason for the business ownership type	1
Subtotal	/2
Total	/6
Answers could include	
<p>(a) Sole trader A single owner of a business who can register their own name as the business name. Tiffany Potter owns a mobile hairdressing business, using her own name as the business name.</p> <p>(b) Partnership Two or more owners going into business together can form a partnership. D Smith and M Jones indicate that there are two owners who are partners in a removalist business.</p> <p>(c) Small proprietary company A separate legal entity that has proprietary limited (Pty Ltd) in its name, indicating a private company.</p>	
Accept other relevant answers.	

Question 2**(8 marks)**

Refer to the graphs for parts (a) and (b) of this question, which show two different economic factors, and answer the questions in the spaces provided.

- (i) Identify the economic factor shown in the graph.
 (ii) Explain the impact of this economic factor on business function.

Description	Marks
(i) For each economic factor identified (2 x 1 mark)	
Identifies the economic factor	1
Subtotal	/2
(ii) For each economic factor explained (2 x 3 marks)	
Explains how the economic factor impacts on business function	3
Describes the economic factor and its impact on business function	2
Makes a general statement about the economic factor	1
Subtotal	/6
Total	/8
Answers could include	
<p>(a) Graph one Economic factor: interest rates</p> <ul style="list-style-type: none"> • Interest rates represent the cost of borrowing money. • An increase in interest rates for businesses will increase their loan repayments. As a result, they will direct more of their revenue towards loan repayments, leaving less left over for spending on investment, such as capital equipment, leading to a decrease in investment and less opportunity for expansion of the business. • An increase in housing interest rates will result in an increase in repayments for households with loans (i.e. mortgages). As a result, they will have less disposable income to spend on goods and services, decreasing sales of products for business, reducing profit margins. 	
<p>(b) Graph two Economic factor: availability of skilled labour</p> <ul style="list-style-type: none"> • The amount of skilled labour available will affect labour costs (i.e. wages), which will impact business production costs. • As the number of skilled workers available decreases, more businesses that require skilled labour are competing against each other to attract workers, which will put upward pressure on wages, increasing production costs for businesses. • If more funds are directed towards paying higher wages, there will be less money directed towards other business spending, limiting potential expansion of the business. 	
Accept other relevant answers.	

Question 3**(10 marks)**

- (a) Distinguish between the types of business ownership that the animal welfare organisations and Kara Kosmetics Pty Ltd operate under. (2 marks)

Description	Marks
Distinguishes between not-for-profit organisations and small proprietary companies	2
States a fact about not-for-profit organisations or small proprietary companies	1
Total	/2
Answers could include	
Animal welfare organisations which care for injured and stray animals are a not-for-profit type of business structure. They operate with a social purpose for collective benefit rather than a profit motive or personal benefit, reinvesting any financial surplus back into the services of the organisation. Whereas Kara Kosmetics, a small proprietary company, is one with less than 50 shareholders and operates with the primary purpose of making a profit and financial gain for its owners.	
Accept other relevant answers.	

- (b) Outline the concept of business public image. (2 marks)

Description	Marks
Outlines the concept of business public image	2
Makes a general statement about the concept of business public image	1
Total	/2
Answers could include	
Business public image refers to the perception that people have of a business, which may be positive or negative. This can be based on many factors such as product quality, price of product, environmental actions or manufacturing practices of the business.	
Accept other relevant answers.	

- (c) Explain the impact of animal testing on Kara Kosmetics Pty Ltd's business public image. (3 marks)

Description	Marks
Explains the impact of animal testing on Kara Kosmetics Pty Ltd's business public image	3
Describes the impact of animal testing on the public image of a business	2
Makes a general statement about animal testing and business public image	1
Total	/3
Answers could include	
Consumers are increasingly seeking out cruelty-free products. A company that tests on animals may lose loyal customers who prefer brands that align with their values. Therefore, if the public perception is that during the production of products for Kara Kosmetics Pty Ltd they are being tested on animals and causing harm, the business will have a negative public image in the eyes of consumers and the business may lose customers and sales, reducing their profit margin.	
Accept other relevant answers.	

- (d) Explain how Kara Kosmetics Pty Ltd could use corporate sponsorship to raise its business public image. (3 marks)

Description	Marks
Explains how Kara Kosmetics Pty Ltd could use corporate sponsorship to raise its business public image	3
Outlines how corporate sponsorship can raise business public image	2
Makes a general statement about corporate sponsorship	1
Total	/3
Answers could include	
<p>Corporate sponsorship is a strategy where a company provides financial or in-kind support to a project or program of a business, such as a not-for-profit organisation, in exchange for the right to display its logo and brand name to gain recognition. It is a mutually beneficial arrangement between the company, who gains a good public image by being associated with the charity or event, and the organisation, who gains promotional and potentially financial benefits.</p> <p>Kara Kosmetics Pty Ltd can enter into a corporate sponsorship arrangement with a well-known animal welfare organisation. This will communicate to the public and potential consumers that the business is associated with protecting and caring for animals, which will promote a positive business public image.</p>	
Accept other relevant answers.	

Sample assessment task

Business Management and Enterprise – General Year 12

Unit 4 – Task 5

Assessment type	Response	
Conditions	50 minutes in class under test conditions	
	Total marks for this task	(23 marks)
Task weighting	11% of the school mark for this pair of units.	

Section one: multiple choice questions

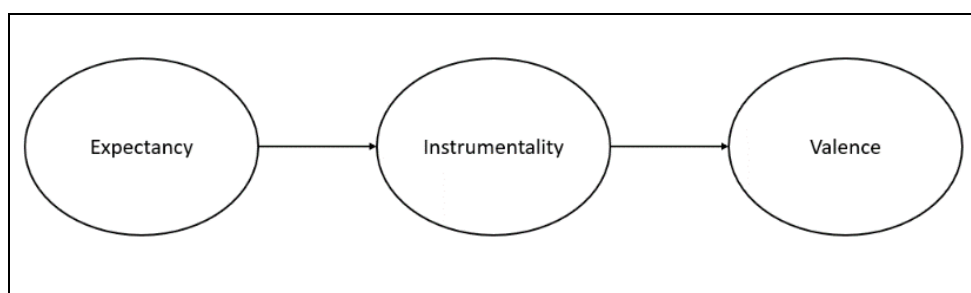
(5 marks)

Circle your answer to Questions 1 to 5.

- Strategies used by businesses to help motivate employees include:
 - cash bonuses, promotions and praise.
 - recognition, job security and less absenteeism.
 - improved productivity, quality and competition.
 - improved productivity, quality and customer service.
- Motivated employees benefit businesses by:
 - receiving medical benefits, status and praise.
 - receiving gifts, job security and less absenteeism.
 - improved productivity, quality and higher wages.
 - improved productivity, quality and customer service.

Refer to the model below for Question 3.

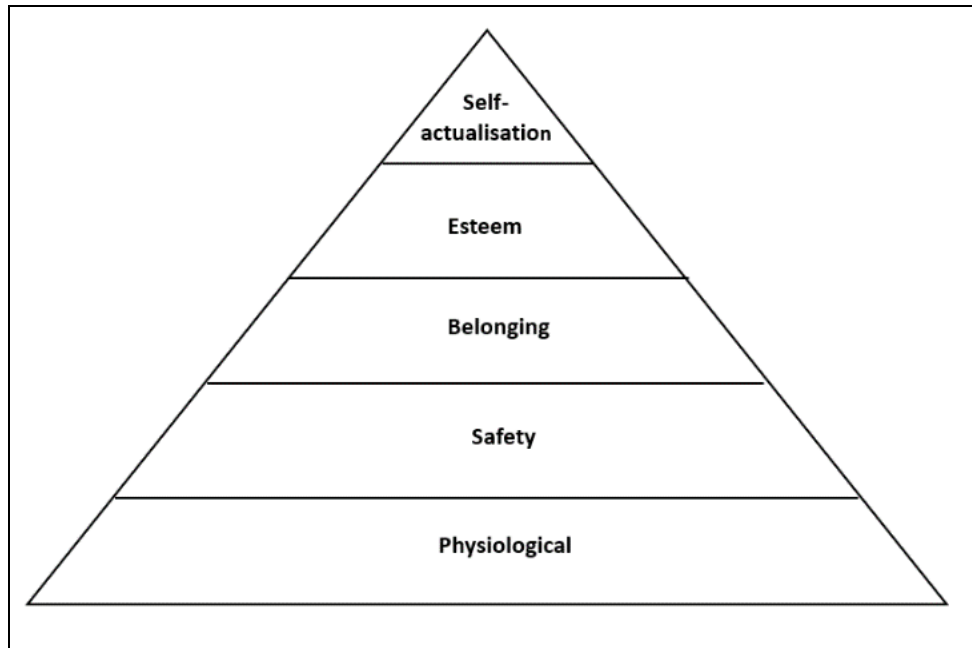
Vroom's Expectancy theory



Theory: Vroom, 1964

- Instrumentality in the above model refers to the:
 - belief that an employee's productive work efforts will lead to a reward.
 - belief that more effort exerted in work will lead to increased performance.
 - value an employee places on a reward.
 - instruments required for employee to carry out their work duties.

Refer to the model below for Question 4.



4. The model above represents the motivation theory of:

- (a) Adams' Equity theory.
- (b) Herzberg's Motivation-Hygiene theory.
- (c) Maslow's Hierarchy of Needs.
- (d) Vroom's Expectancy theory.

5. Which of the following statements describes an employee shares scheme?

Employees have the opportunity to:

- (a) share the workload equally amongst their team members, reducing workload.
- (b) acquire shares in the company they work for and receive dividends if the company performs well.
- (c) receive a cash bonus at the end of the year if there are high sales of shares.
- (d) receive a share of the company's profits at the end of the year without any ownership in the business.

Question 5**(18 marks)**

Use the information from the case study below and your own knowledge to answer questions 5 (a) to (f) in the spaces provided.

Case study

Angelique's Unique Marketing Agency is a fast-paced environment with a high volume of clients and projects. One critical project, the launch of a new product, is being handled by a team of three: Leslie, Kim and Robyn. While Leslie, the team leader, brings years of experience, Kim, a mid-level marketer, and Robyn, a new employee, offer diverse ideas.

As the project progresses, Kim's motivation and morale seems to be declining. Despite her significant contributions and extra hours, she feels undervalued compared to Leslie, who often takes credit for the team's achievements. Robyn, on the other hand, is receiving praise for her enthusiasm and quick learning.

Leslie's leadership style involves him maintaining strict control over the tasks for the project, dictating how they should be done. He tends to do this by making all the decisions independently, often disregarding the ideas and input from Kim and Robyn. This occurs regardless of the situation, including whether or not a deadline is looming, and this approach has led to a high turnover rate among staff in the past.

(a) Name the leadership style that Leslie is currently using. (1 mark)

(b) Identify **two** key features of the leadership style named in Question 5 (a). (2 marks)

Key feature one: _____

Key feature two: _____

(c) Recommend to Angelique’s Unique Marketing Agency another leadership style that Leslie could adopt to improve team morale. Justify your recommendation. (4 marks)

Leadership style recommendation: _____

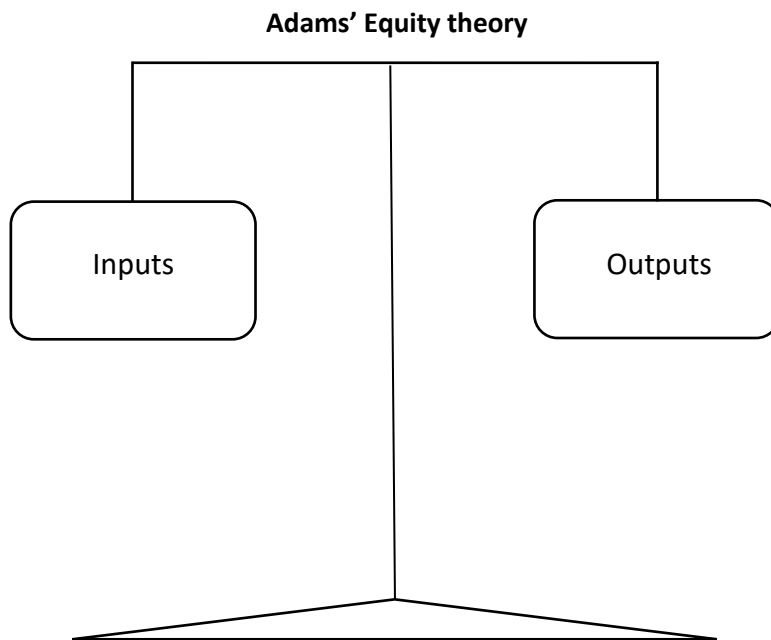
Justification:

(d) The diagram below is an illustration of Adams’ Equity theory of motivation.

(i) In the spaces provided below, list **two** examples each for:

- Inputs
- Outputs

(4 marks)



Theory: Adams, 1963

Input examples

1. _____
2. _____

Output examples

1. _____
2. _____

(ii) Outline how Adams' Equity theory can influence employee motivation in the workplace.

(2 marks)

(e) Explain how Adams' Equity theory could be applied to Angelique's Unique Marketing Agency to improve Kim's level of motivation.

(3 marks)

(f) Identify **one** financial and **one** non-financial incentive that Angelique's business could use to motivate employees.

(2 marks)

Financial incentive: _____

Non-financial incentive: _____

Marking key for sample assessment task 5 – Unit 4

Assessment type: Response

Total: 23 marks

Multiple choice

(5 marks)

Answer	Marks
1. A	1
2. D	1
3. A	1
4. C	1
5. B	1
Total	/5

Question 5

(18 marks)

(a) Name the leadership style that Leslie is currently using.

(1 mark)

Description	Marks
Autocratic leadership style	1
Total	/1

(b) Identify **two** key features of the leadership style named in Question 5 (a).

(2 marks)

Description	Marks
For each key feature (2 x 1 mark)	
Identifies a key feature of an autocratic leadership style	1
Total	/2
Answers could include	
Key features of autocratic leadership style include:	
<ul style="list-style-type: none"> the leader makes all decisions independently, disregarding the input of the team the leader has total control/autonomy the leader micromanages staff to maintain control of tasks there are clear lines of authority. 	
Accept other relevant answers.	

- (c) Recommend to Angelique’s Unique Marketing Agency another leadership style that Leslie could adopt to improve team morale. Justify your recommendation. (4 marks)

Description	Marks
Recommendation	
Recommends another leadership style that Leslie could adopt	1
Subtotal	/1
Justification	
Justifies (gives reasons for) the leadership style that Leslie could adopt to improve team morale	3
Describes the leadership style	2
Makes a general comment about the leadership style	1
Subtotal	/3
Total	/4
Answers could include	
<p>Participative or situational leadership style</p> <p>Participative leadership style This style of leadership allows employees to be actively involved in the decision-making process by freely sharing ideas and having a say in major decisions that affect the team. This promotes open communication, a collaborative work environment with trust and respect between the team members and the leaders and can result in the team members feeling empowered.</p> <p>Leslie could adopt this leadership style, allowing input from Kim and Robyn in the decision-making process. This would keep them involved in the project, even when deadlines are approaching, to ensure team members feel that their contributions are valued, improving morale.</p> <p style="text-align: center;">or</p> <p>Situational leadership style This style of leadership is where the leader changes the way they interact with the team depending on the nature of each task, project and/or the environment. This is effective in a dynamic and constantly changing workplace that needs to adapt to unique circumstances, which ultimately leads to efficient decision-making and problem-solving.</p> <p>Angelique’s Unique Marketing Agency is a fast-paced environment and may require Leslie to adapt his leadership style depending on the circumstances and the people he is working with. He could acknowledge and praise the work contribution and extra hours that Kim is putting into the project, and utilise the ideas of the team members, thereby recognising the work efforts by all and improving staff morale. However, there may be high-pressure times, if a deadline is brought forward for example, where Leslie may need to make a quick decision. Doing so will increase efficiency; however, he could communicate this with fellow team members and explain the decision to keep them included. This may reduce other team members feeling disregarded, improving morale.</p>	
Accept other relevant answers.	

(d) The diagram below is an illustration of Adams' Equity theory of motivation.

(i) In the spaces provided below, list two examples each for:

- Inputs
- Outputs

(4 marks)

Description	Marks
Inputs – for each example (2 x 1 mark)	
Lists an accurate example	1
Subtotal	/2
Outputs – for each example (2 x 1 mark)	
Lists an accurate example	1
Subtotal	/2
Total	/4
Answers could include	
<p>Inputs</p> <ul style="list-style-type: none"> • effort/hard work • loyalty • commitment • skill level/ability • acceptance of others • enthusiasm • adaptability/flexibility • support of colleagues • trust in superiors • personal sacrifice <p>Outputs</p> <ul style="list-style-type: none"> • financial rewards – salary/benefits • recognition • reputation • responsibility • sense of achievement • praise • job security • sense of advancement/growth <p>Inputs & outputs: (Mindtools, 2024; Adams, 1963)</p> <p>Accept other relevant answers.</p>	

(ii) Outline how Adams' Equity theory can influence employee motivation in the workplace.

(2 marks)

Description	Marks
Outlines how Adams' Equity theory can influence employee motivation in the workplace	2
Makes a general comment about Adams' Equity theory	1
Total	/2
Answers could include	
Adams' Equity theory is based on employee perceptions of what is equitable treatment in the workplace. It is a subjective measure of an employee's perceived fairness of their input to output ratio compared to others in the workplace. If an employee sees an imbalance between their job inputs (time, effort, enthusiasm) and outputs (recognition, praise, reward) compared to other staff, and therefore an inequity, this can lead to a decline in motivation. For example, if an employee feels their co-worker/s who do not put in as much effort or time are receiving a greater level of output (e.g. increased recognition or praise), they may become less motivated and adjust their inputs and/or seek changes in outputs.	
Accept other relevant answers.	

(e) Explain how Adams' Equity theory could be applied to Angelique's Unique Marketing Agency to improve Kim's level of motivation.

(3 marks)

Description	Marks
Explains how Adams' Equity theory could be applied to Angelique's Unique Marketing Agency to improve Kim's level of motivation	3
Outlines how Adams' Equity theory could be applied to Angelique's Unique Marketing Agency	2
Makes a general statement about Kim's level of motivation	1
Total	/3
Answers could include	
Kim feels a sense of inequity because the ratio of her input (effort, commitment and skill level) to output (recognition, praise and rewards) seems unfair when compared to Leslie and Robyn. Kim's feelings of inequity lead to frustration and her level of motivation begins to decline.	
Leslie needs to acknowledge Kim's feelings and ensure that everyone's contributions are recognised. This includes giving credit to Kim for future tasks such as presentations and sharing Kim's contributions and accomplishments with upper management.	
By applying Adam's Equity theory, Leslie could effectively address the issues of inequity within the team, thereby fostering a supportive and rewarding environment where Kim may feel more valued (increased employee satisfaction), thus improving her level of motivation.	
Accept other relevant answers.	

- (f) Identify **one** financial and **one** non-financial incentive that Angelique's business could use to motivate employees. (2 marks)

Description	Marks
Identifies one financial incentive for employees	1
Identifies one non-financial incentive for employees	1
Total	/2
Answer is	
Financial incentive <ul style="list-style-type: none">• sales bonuses• shares schemes	
Non-financial incentive <ul style="list-style-type: none">• skill improvement training• recognition• reward• penalties for employees	
Accept other relevant answers.	

Acknowledgements

Sample assessment task

Unit 4 – Task 5

- Question 3** Model theory from: Vroom, V. H. (1964). *Work and Motivation*. John Wiley Sons, Inc.
- Question 4** Model theory from: Maslow, A. H. (1943, July). A Theory of Human Motivation. *Psychological Review*, 50(4). Retrieved October, 2025, from <https://psycnet.apa.org/record/1943-03751-001>
- Question 5(d)** Model theory from: Adams, J. S. (1963). Towards an Understanding of Inequity. *The Journal of Abnormal and Social Psychology*, 67(5), pp. 422–436.

Marking key for sample assessment task 5 – Unit 4

- Question 5(d)(i)** ‘Answers could include’ dot points 1–18:
Adapted from: Mindtools. (2024). *Adams’ Equity Theory*. Retrieved December, 2025, from <https://www.mindtools.com/azv3n0k/adams-equity-theory/>
- Information from: Adams, J. S. (1963). Towards an Understanding of Inequity. *The Journal of Abnormal and Social Psychology*, 67(5), pp. 422–436.