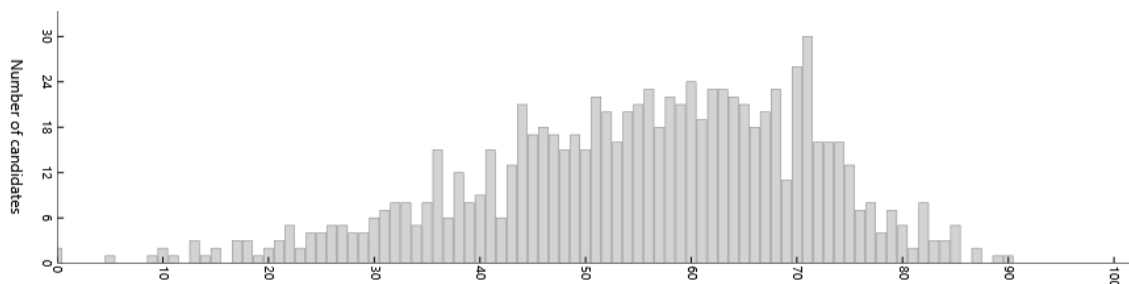




Summary report of the 2018 ATAR course examination: Business Management and Enterprise

Year	Number who sat	Number of absentees
2018	864	12
2017	946	15
2016	930	27

Examination score distribution–Written



Summary

The written examination consisted of two sections: Section One comprising short answer questions and Section Two comprising extended answer questions. The mean of 55.14% represents a decrease of 5.2% from the 2017 examination.

Attempted by 862 candidates Mean 55.14% Max 89.54% Min 0.00%

Section means were:

Section One: Short answer	Mean 56.11%		
Attempted by 862 candidates	Mean 33.67(/60)	Max 55.38	Min 3.69
Section Two: Extended answer	Mean 54.06%		
Attempted by 861 candidates	Mean 21.62(/40)	Max 37.60	Min 0.40

General comments

The questions covered the scope of the syllabus and most candidates demonstrated a solid understanding of the content covered. However, some candidates needed to read questions more carefully to target their responses to the question being asked.

Some candidates' knowledge seemed basic and superficial. Many answers seemed to be rote learned, with little application to the given scenarios or case studies. Many candidates did not appear to understand the question requirements or the meaning of key words used in questions. Some candidates' papers were messy or contained irrelevant drawings.

Advice for candidates

- Answer the question set in the examination and do not include irrelevant information.
- Your knowledge of business literacy and terminology is important and will enable you to understand the questions set in the examination.
- All syllabus dot points can be examined.
- You need to understand the relationship between all syllabus dot points.
- You need to demonstrate your knowledge when responding to questions and not just provide a memorised response.
- Use the information provided in the questions as a 'hook' when writing your response.

- Do not write a longer response containing irrelevant information hoping that you will achieve more marks.
- When writing responses, ensure that you address the key words used in the questions, such as 'define' or 'discuss'.
- Remember that if a marker cannot read your response, you will not be awarded full marks.

Advice for teachers

- Build business knowledge by exposing students to business literacy and terminology.
- Students need practise in reading case studies and extracting details to provide in a response.
- Students need to understand the relationship between business stakeholders so that when they respond to examination questions, they know which stakeholder point of view the question is addressing.

Comments on specific sections and questions

Section One: Short answer (65 Marks)

Candidates were required to attempt all of the six short answer questions provided in Section One. The questions were scaffolded to provide candidates with support and confidence. Candidates' performance was slightly better in this section than the extended answer section.

Section Two: Extended answer (50 Marks)

Candidates were required to attempt two out of the three extended answer questions provided in Section Two. Question 7 was the most favoured, with candidates gaining slightly higher marks than in the other two questions in this section. Questions 8 and 9 were approximately evenly split regarding candidates' choice and marks gained. The scenarios presented in each of the questions allowed candidates to demonstrate and apply their business knowledge.