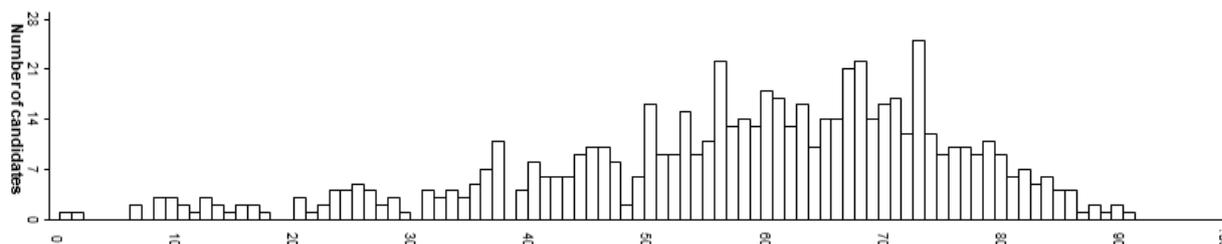




## Summary report for candidates on the 2014 WACE examination in Business Management and Enterprise Stage 3

Year	Number who sat	Number of absentees
2014	634	15
2013	696	7
2012	513	18

### Examination score distribution



### Summary

The mean of the examination paper was 58.55%. The paper was a good discriminator, producing scores ranging from 0.5% to 95%. The standard deviation for the examination total was 17.78%. The sectional mean of Section One: Short answer was 62.25% and marks varied from 0 to 58.5 out of 60. In Section Two: Extended answer the mean was 53.35% and marks ranged from 0.5 to 36.5 out of a possible 40. The correlation of the sectional totals with the examination total was 0.96 and 0.90 respectively, indicating that there was consistency across questions within the paper. Candidates demonstrated capability in both factual recall and the analysis and interpretation of data, and were most challenged by items requiring self-directed, written responses.

### General comments

The paper as a whole covered the essential content of the syllabus and gave candidates the opportunity to list, describe and apply their knowledge of Business Management and Enterprise Stage 3. Candidates appeared to be challenged by the examination paper, evident by the number of questions not attempted or questions that had a limited response by the candidate. Section One: Short answer had a mean of 62.25%; candidates found the questions of approximately equal difficulty with scores ranging from 59.80% to 68.40%.

The Section Two: Extended answer challenged the candidates resulting in a lower mean of 53.35%. The scores ranged from 50.4% to 56.3%. Candidates demonstrated a clear preference when answering the choice of two out of three questions, with 492 candidates preferring Question 7, 473 selecting Question 8, and 282 candidates answered Question 9. Many of the candidates' responses in the extended answer section appeared to be rushed, evidenced by the lack of structure, detail and application in their responses. Candidates did not appear to read the questions accurately in this section.

The mean of 58.55% for the whole paper was considerably lower than the mean in 2013 of 66.70%. This year some candidates demonstrated a lack of depth of knowledge and understanding and use of business terminology in their answers. Many candidates, whilst often recalling information, demonstrated difficulty in the application of the information. Candidates who achieved excellent results were those who read the questions accurately, constructed a logical response and demonstrated critical thinking.

*Advice for candidates*

- Read questions accurately.
- Practice the use of reading time.
- Apply source material and reference case studies in responses where required.
- Aim to use appropriate business terminology throughout the examination.
- Write responses addressing the question and its specific application, as opposed to providing prepared responses.
- Learn and practise penmanship, correct spelling and grammar.