

In addition, many candidates appeared to not factor in the mark allocation of questions before writing their responses. At times, a question with an allocation of three marks resulted in a candidate writing an entire page, while at other times a question with an allocation of eight marks resulted in the candidate writing only a few sentences.

Advice for candidates

- Read questions carefully to target your responses to the question requirements.
- Practise applying your responses to all areas of the syllabus because all syllabus content points may be examined.
- Apply your knowledge to the specific question asked. Do not provide a memorised response that is not targeted to a specific scenario. Where a scenario is provided, apply your response to the scenario to gain full marks; quote from and/or relate to the scenario where appropriate.
- When writing responses, ensure that you address the instructional verb used in the question, such as outline, describe, explain, discuss or analyse.
- Consider the mark allocation for each question to help guide the level of detail required in your answer.
- Ensure that your response is legible.

Advice for teachers

- Build business knowledge by exposing students to a wide range of terminology applicable to the course.
- Assist students to differentiate between instructional verbs such as outline, describe, explain, discuss and analyse.
- Ensure that students can distinguish between adapting and adopting, especially in relation to leadership styles.
- Provide students with the experience of writing responses to higher order verbs; in particular, for extended answers.
- Provide students with opportunities to practise applying their knowledge to specific scenarios, where they use or quote information contained in the scenario.
- Provide opportunities for students to interrogate questions so that they correctly identify the issue to be addressed. For example, in Question 4 part (b), many candidates applied their responses to the Australian economy rather than an Australian owned business.
- Ensure that you are using current text books/information. Use a variety of text books/resources to expose students to a wide range of information.

Comments on specific sections and questions

Section One: Short answer (58 Marks)

Almost all candidates provided a response to all of the questions in this section. There were fewer responses than in previous years that appeared to have been rote learned.

Section Two: Extended answer (50 Marks)

In Section Two: Extended answer, nearly all candidates attempted the required two of three questions provided. However, a few candidates wrote responses for all three questions, in which case only the first two questions on the candidates' papers were marked (in accordance with accepted examination procedure). This section of the examination allowed candidates to apply their knowledge to information presented in the case studies on which the questions were based. Many candidates wrote responses that were either too brief or too general, or did not include or apply the information presented to them in the case studies. This appears to be an ongoing issue each year, with candidates not referring to information provided in the case studies to support or justify their responses.