Business Management and Enterprise

General course

Marking key for the Externally set task

Sample 2016

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# Business Management and Enterprise

## Externally set task – marking key

1. Define physical presence in relation to the marketing mix and using **one (1)** example, explain its importance to the business.

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Defines physical presence |  |
| Definition of physical presence:Any physical representation of a business that is seen by consumers and helps them to form opinions. | 1 |
| Selects one appropriate example of business physical presence |
| Examples of business physical presence could include:* signage
* webpage
* staff uniforms.
 | 1 |
| Importance to business of physical presence  |
| Comprehensively explains the importance of physical presence to a business | 2 |
| Outlines the importance of physical presence to a business and incorrectly explains it or does not explain it. | 1 |
| The importance of physical presence to a business could include:* signage – visibility, location, size, appeal and the message conveyed
* webpage – accessibility, navigation, ease of use, representation, information provided
* uniforms – practicality, appropriate, cleanliness, image.

Accept any other logical, correct response. |
| **Total** | **4** |

1. Explain **three (3)** forms of misleading or deceptive conduct in business marketing activity.

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Forms of misleading or deceptive conduct (2 marks each for each form) |  |
| Comprehensively explains the form of misleading or deceptive conduct in business marketing activity. | 2 |
| States the form of misleading or deceptive conduct and incorrectly explains it or does not explain it. | 1 |
| Forms of misleading or deceptive conduct in business marketing activity could include:* bait advertising: to draw customers to the store, or business advertising products that are not available and are unlikely to be for some time
* false scientific claims: making claims in regards to product performance that are not based on scientific research, or exaggerating results
* country of origin claims: making false claims about the country in which the majority of a product was produced or manufactured

Accept any other logical, correct response. |  |
| **Total** | **6** |

3(a) Provide **two (2)** examples of Australian product safety standards that businesses are required to follow.

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Examples of business requirements of Australian product safety standards. (1 mark for each example) |  |
| Provides two appropriate examples of business following requirement of Australian product safety standards. | 2 |
| Provides one appropriate example of Australian product safety standards and incorrectly provides or does not provide a second appropriate example. | 1 |
| Examples of Australian product safety standards could include: * accurate labelling on packaging regarding manufacturing, ingredients
* warning labels for use and about misuse
* instructions for use or operation
* complying with industry standards.
 |  |
| **Total** | **2** |

(b) State **two (2)** conditions under which consumers are entitled to a refund.

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Entitlement to refunds. (1 mark for each entitlement) |  |
| States two appropriate conditions under which consumers are entitled to a refund | 2 |
| States one appropriate condition under which consumers are entitled to a refund  | 1 |
| Conditions under which consumers are entitled to a refund could include: * item does not match the description or picture given
* item does not do what it was advertised to do
* item is faulty or unsafe.

Accept any other logical, correct response. |  |
| **Total** | **2** |

4(a) Explain the **four (4)** phases of the employment cycle.

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Employment cycle phases (2 marks for each phase) |  |
| Correctly explains the phases of the employment cycle. | 2 |
| Lists the phases and explains inaccurately or does not explain each phase. | 1 |
| Phases of the employment cycle are:* acquisition phase: staffing needs, job analysis, recruitment, selection
* development phase: induction, training
* maintenance phase: employment packages, agreements, contracts, ongoing training, performance management
* separation phase: retirement, resignation, retrenchment, dismissal.

Accept any other logical, correct response. |  |
| **Total** | **8** |

(b) List **two** **(2)** examples of unfair dismissal and outline a course of action the employee could take if employment is unlawfully terminated.

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Examples of unfair dismissal (1 mark for each example) |  |
| Example is correct under Australian legislation | 1–2 |
| **Total** | **2** |
| Examples of unfair dismissal could include: * age
* race
* gender
* religion
* disability
* illness
* injury
* marital status
* filing a complaint against an employer or another employee
* family responsibilities.

Accept any other relevant example. |
| Course of action that may be taken if employment has been unlawfully terminated |  |
| Clearly outlines an appropriate course of action  | 2 |
| States an appropriate course of action with inaccurate, limited or no detail | 1 |
| Courses of action could include: * Approach employer and seek further clarification of dismissal
* Lodge an unfair dismissal claim with Fairwork Australia.

Accept any other logical, correct response |
| **Total** | **2** |

(c) Define customer relationship management and explain the role of employees in this process.

|  |  |
| --- | --- |
| **Description** | **Marks** |
| Customer relationship management |  |
| Correctly defines customer relationship management | 1 |
| Definitions could include: * business strategies that help build relationships with customers
* business focus on customers and customer service.
 |
| Role of employees in customer relationship management |  |
| Explains the role employees play in customer relationship management. | 3 |
| Briefly outlines the role employees play in customer relationship management. | 2 |
| Lists an example of the role employees play in customer relationship management. | 1 |
| Roles employees play in customer relationship management include: * awareness of the positive impact and importance of customer focus
* putting customers first
* understanding customer needs
* accurate knowledge of the goods and services provided by the business
* valuing customer feedback
* responding to consumer complaints
* building customer profiles
* using information provided by customers to improve service
* understanding the significance of customer loyalty.

Accept any other logical, correct response. |
| **Total** | **4** |