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

SAMPLE ASSESSMENT TASKS

BUSINESS MANAGEMENT AND ENTERPRISE
GENERAL YEAR 12

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Sample assessment task

Business Management and Enterprise – General Year 12

Task 3 – Unit 3

Assessment type: Response

Conditions
Time for the task: 50 minutes
In class, conducted under test conditions

Task weighting
5% of the school mark for this pair of units

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1. Market research relates to the collection of information for specific business purposes.

   Select from the following list the **best** reason for carrying out market research:
   - to determine promotional methods and location of businesses
   - to identify the target market and increase sales
   - to provide training and recruit employees
   - to determine types of products and point of sale.

   (1 mark)

   Selection: _____

2. Explain **two** key features of the market research process. (4 marks)

   _____
   _____
   _____
   _____
   _____
   _____

3. Marketing and the marketing mix relate to the management process of providing goods and services to customers. Differentiate between marketing and the marketing mix. (5 marks)

   _____
   _____
   _____
   _____
   _____
   _____

4. The marketing mix has several elements, one of which is performance. Explain how a business measures its performance and provide **two** examples of measures used. (3 marks)

_____

_____

_____

_____

_____

5. Other elements of the marketing mix are product, price, place and promotion (the 4Ps). Explain how each element impacts on the provision of goods and services to customers. (8 marks)

Product: _____

_____

_____

_____

Price: _____

_____

_____

_____

Place: _____

_____

_____

_____

Promotion: _____

_____

_____

_____

6. Another element of the marketing mix is people, the employees of the business, who have a critical role in determining the experience and quality of service provided to customers.

   Select from the following list the **two** most effective strategies businesses can use to manage customer relationships:
   - conversing with customers
   - early adopter incentives for customers
   - reducing prices for customers
   - loyalty programs for customers
   - seating for customers.

   Justify your choice for each selected strategy. (4 marks)

   Strategy 1: _____

   _____

   _____

   _____

   Strategy 2: _____

   _____

   _____

   _____

7. Profiling of customers and competitors is an emerging trend in business. Complete the following chart, explaining customer profiling and competitor profiling, and provide **two** uses of each form of profiling to the business.

Type of profiling	Explanation	Uses (two required)
Customer		•
		•
Competitor		**Uses (two required)**
		•
		•

(10 marks)

Total = 35 marks

Marking key for sample assessment task 3 – Unit 3

1. Market research relates to the collection of information for specific business purposes.

   Select from the following list the **best** reason for carrying out market research:
   - to determine promotional methods and location of businesses
   - to identify the target market and increase sales
   - to provide training and recruit employees
   - to determine types of products and point of sale.

Description	Marks
Identifies the best reason for carrying out market research	1
Answer	
to identify target market and increase sales	

2. Explain **two** key features of the market research process.

Description	Marks
Explains the key feature	2
States a fact about the key feature	1
Subtotal	**2**
Explains the key feature	2
States a fact about the key feature	1
Subtotal	**2**
Total	**4**
Answer could include, but is not limited to:	
Collecting primary and secondary data Primary data is collected first-hand by conducting surveys, and interviewing people while secondary data is data that has been collected by others in the past, and may have been printed or published. **Recording data** All data collected needs to be precisely recorded to avoid giving a misleading impression and to avoid losing any data. The data recorded will be analysed and if it isn't correct the resulting analysis will not be accurate. **Analysing data** The data collected is analysed to find out information that can be used to suggest possible courses of action and support improved decision making.	

3. Marketing and the marketing mix relate to the management process of providing goods and services to customers. Differentiate between marketing and the marketing mix.

Description	Marks
Marketing	
Explains the marketing concept	2
States a fact about the marketing concept	1
Subtotal	**2**
Marketing mix	
Explains the marketing mix concept	2
States a fact about the marketing mix concept	1
Subtotal	**2**
Differentiates between the two concepts	1
Subtotal	**1**
Total	**5**

Answer could include, but is not limited to:
Marketing The management process whereby goods and services are provided to customers **Marketing mix** A planned mix of the controllable, inter-dependent elements of a product's marketing plan, commonly termed as 4Ps: product, price, place, and promotion. The difference between the two is that marketing is the process as a whole of getting an item from conception to the customer, whereas the marketing mix specifies elements that work together to enable this process.

4. The marketing mix has several elements, one of which is performance. Explain how a business measures its performance and provide **two** examples of measures used.

Description	Marks
Explains how the business measures performance and provides two examples	3
Explains how the business measures performance and provides an example	2
Explains how the business measures performance without an example, or provides an example without an explanation	1
Total	**3**
Answer could include, but is not limited to:	
Measuring business performance The business uses key performance indicators (KPIs) to measure the performance of its marketing objectives. Examples of measures used include sales revenue, sales returns and customer satisfaction.	

5. Other elements of the marketing mix are product, price, place and promotion (the 4Ps). Explain how each element impacts on the provision of goods and services to customers.

Description	Marks
Product	
Explains the impact	2
States a fact about the impact	1
Subtotal	**2**
Price	
Explains the impact	2
States a fact about the impact	1
Subtotal	**2**
Place	
Explains the impact	2
States a fact about the impact	1
Subtotal	**2**
Promotion	
Explains the impact	2
States a fact about the impact	1
Subtotal	**2**
Total	**8**

Answer could include, but is not limited to:
Four main elements of the marketing mix: • product – the features, design and appearance of the good being made available to customers. The aim is for the business to determine what will appeal to its customers • price – how much the customer is charged for the product. If the price is too high, customers may feel they are being cheated, but if it is too low, they may feel the item is of inferior quality and not worth buying • place – where the product or service is made available to customers • promotion – methods used to promote the product and inform customers about the product or service

6. Another element of the marketing mix is people, the employees of the business, who have a critical role in determining the experience and quality of service provided to customers.

   Select from the following list the **two** most effective strategies businesses can use to manage customer relationships:
   - conversing with customers
   - early adopter incentives for customers
   - reducing prices for customers
   - loyalty programs for customers
   - seating for customers.

   Justify your choice for each selected strategy.

Description	Marks
Identifies the most effective strategies to manage customer relationships	1–2 (1 mark for each strategy)
Subtotal	**2**
Justifies each strategy	1–2 (1 mark for each justification)
Subtotal	**2**
Total	**4**

Answer
early adopter incentives for customers loyalty programs for customers
Justification could include, but is not limited to:
Early adopter incentives for customers • early adopters are customers who pay a premium price for products, provided they are the first to have them, usually before the products are made available to the general public. Early adopter incentives relate to offering these customers incentives or benefits that they value in exchange for the premium prices, such as previewing and accessing new product ranges before they are released publicly, paying premium prices for the privilege **Loyalty programs for customer** • rewards for loyal/repeat customers by providing them with benefits and 'perks' not generally available to others; for example, notification of and/or access to promotions and sales before these are provided to the general public, or heavily discounted goods, or free delivery

7. Profiling of customers and competitors is an emerging trend in business. Complete the following chart, explaining customer profiling and competitor profiling, and provide **two** uses of each form of profiling to the business.

Type of profiling	Explanation	Uses (two required)
Customer	Collecting information to gain an understanding of the characteristics of customers. May include the following information: age, gender, location, spending habits, income, details of purchasing behaviour (products each customer buys, when and how).	• Determine customer needs, to focus marketing resources to cater for these identified essential items/features and to increase sales
		• Determine customer wants, to focus marketing resources to cater for these identified desired wants and to increase sales
		• Determine customer expectations, to focus marketing resources to meet expectations to increase customer satisfaction, decrease complaints
Competitor	Collecting information to gain an understanding of the characteristics of competitors May include the following information: location, on line presence (social media, website) number of outlets, number of employees, advertising methods	**Uses (two required)**
		• Determine product range – to find out types, depth and breadth of products offered, i.e. the product line. The business can then decide which products it should continue to offer or new ones to develop
		• Determine prices – to find out pricing of products, discounts and allowances provided The business can use this information to help it to make decisions about its own pricing policies
		• Determine marketing strategies – to find out what methods are being used to increase sales and overtake other competitors This enables the business to make changes to its own strategies, if needed

Description	Marks
Customer profiling	
Provides a correct explanation about customer profiling	1
Subtotal	**1**
Use 1 – Determine customer needs	
Explains the use of customer profiling to business	2
States the use of customer profiling to business	1
Subtotal	**2**
Use 2 – Determine customer expectations	
Explains the use of customer profiling to business	2
States the use of customer profiling to business	1
Subtotal	**2**
Competitor profiling	
Provides a correct explanation about competitor profiling	1
Subtotal	**1**
Use 1 – Determine competitor marketing strategies	
Explains the use of competitor profiling to business	2
States the use of competitor profiling to business	1
Subtotal	**2**
Use 2 – Determine competitor prices	
Explains the use of competitor profiling to business	2
States the use of competitor profiling to business	1
Subtotal	**2**
Total	**10**

Answer could include, but is not limited to:

Customer profiling uses

- determine customer needs
- determine customer wants
- determine customer expectations

Competitor profiling uses

- determine competitor product range
- determine competitor prices
- determine competitor marketing strategies

Other types of competitor information

- facilities – the age, efficiency and capacity of plant and equipment used
- financial – financial ratios, liquidity, and cash flow, profitability
- personnel – number and skill of employees, retention rates, morale, benefits

Sample assessment task

Business Management and Enterprise – General Year 12

Task 8 – Unit 4

Assessment type: Business research

Conditions
Period allowed for completion of the task: two weeks
Some class time will be used

Task weighting
7.5% of the school mark for this pair of units

BeaZea is a clothing business set up by friends Zach and Beth. They use recycled fabrics and textile materials to create unisex garments and accessories. Recently, they developed a new process for treating leather that made it very pliable and waterproof, and created a new line of accessories for men and women using that leather.

Indokk, an Australia-wide fashion label that features leather in its designs, is preparing for the launch of its new season's styles. The business is looking for a new range of accessories to complement its range and approached BeaZea with a view to contracting it to create these accessories.

During discussions between the two businesses, it was discovered that BeaZea doesn't have legal ownership of the process for treating the leather that it uses to create the accessories. As a result, management of Indokk now has reservations about entering a contract with BeaZea.

1. Explain the concept of intellectual property (IP). (2 marks)
2. Patents are a type of IP registration. Explain what is meant by a patent and provide an example of **two** different types of patent. (4 marks)
3. List **two** types of IP registrations in Australia other than patents and provide one example for each type. (4 marks)
4. Explain why Indokk should have concerns about engaging BeaZea to supply accessories made using this leather treatment process. (2 marks)
5. Write a brief report for BeaZea outlining **two** reasons for seeking IP protection of its leather treatment process. In your report, identify the most appropriate type of IP protection and justify your selection. (6 marks)

Total = 18 marks

Marking key for sample assessment task 8 – Unit 4

1. Explain the concept of intellectual property (IP).

Description	Marks
Explains the concept	2
States a fact about the concept	1
Answer could include, but is not limited to:	
Intellectual property (IP) refers to using the mind to develop something that is original or new, such as a new invention, brand, design or imaginative creation of some kind.	

2. Patents are a type of IP registration. Explain what is meant by a patent and provide an example of **two** different types of patent.

Description	Marks
Explains the meaning	2
States a fact	1
Subtotal	**2**
Provides examples (1 mark each)	1–2
Subtotal	**2**
Total	**4**
Answer could include, but is not limited to:	
Patent A patent is an ownership right that is legally enforceable and granted for an invention that is new and useful for such things as a device, a substance, a method or process, or a combination of any of these. **Examples of different types of patents** device – retractable mechanism for a water hose, steam control closure in pressure cookers substance – liquid paper, edible glue, vaccine for specific cancers method or process – dry cleaning, powder coating steel	

3. List **two** types of IP registrations in Australia other than patents and provide one example for each type.

Description	Marks
Identifies types of IP registration (1 mark each)	1–2
Subtotal	**2**
Provides an appropriate example of each (1 mark each)	1–2
Subtotal	**2**
Total	**4**
Answer could include, but is not limited to:	
Trademarks A trademark is a way of identifying a unique product or service to distinguish it from other businesses, products or services. Example: The yellow arches on a red background for McDonald's, or a domain name, e.g. scsa.wa.edu.au is the website address of the School Curriculum and Standards Authority **Designs** A design refers to the unique and distinctive appearance of a product and includes things such as the features of shape, configuration, pattern or ornamentation. Example: the Olympic rings symbol	

4. Explain why Indokk should have concerns about engaging BeaZea to supply accessories made using this leather treatment process.

Description	Marks
Explains the reason	2
States a fact	1
Total	**2**
Answer could include, but is not limited to:	
As BeaZea has not registered a patent for the new leather treating process that is used in its line of accessories, a third party could copy the process. Should this happen, Indokk would not have exclusive access to the items. However, if BeaZea does patent the process, anyone who copies the process can be taken to court and compensation sought.	

5. Write a brief report for BeaZea outlining **two** reasons for seeking IP protection of its leather treatment process. In your report, identify the most appropriate type of IP protection and justify your selection.

Description	Marks
	1–2 (2 marks for each reason)
Outlines a reason for IP protection	2 (for each reason)
States a fact about IP protection	1 (for each reason)
Subtotal	**4**
Names an appropriate type of IP protection	1
Provides a suitable justification for the choice	1
Subtotal	**2**
Total	**6**
Answer could include, but is not limited to:	
Reasons for seeking legal protection • registering a patent prevents third parties from benefiting from using a process that BeaZea has developed and paid to have registered • BeaZea, as the owner of the registered process, has a legal right to its ownership • it's unlawful for other parties to use the registered process without prior negotiation with BeaZea • other parties unlawfully using the registered process may be prosecuted by BeaZea **Patent type:** process or method **Justification:** the treatment of the leather is a process; therefore, a patent for process or method is the most appropriate	