

APPLYING

YR 12 ATAR BME MARKING KEYS

GOOD ANSWER GUIDES

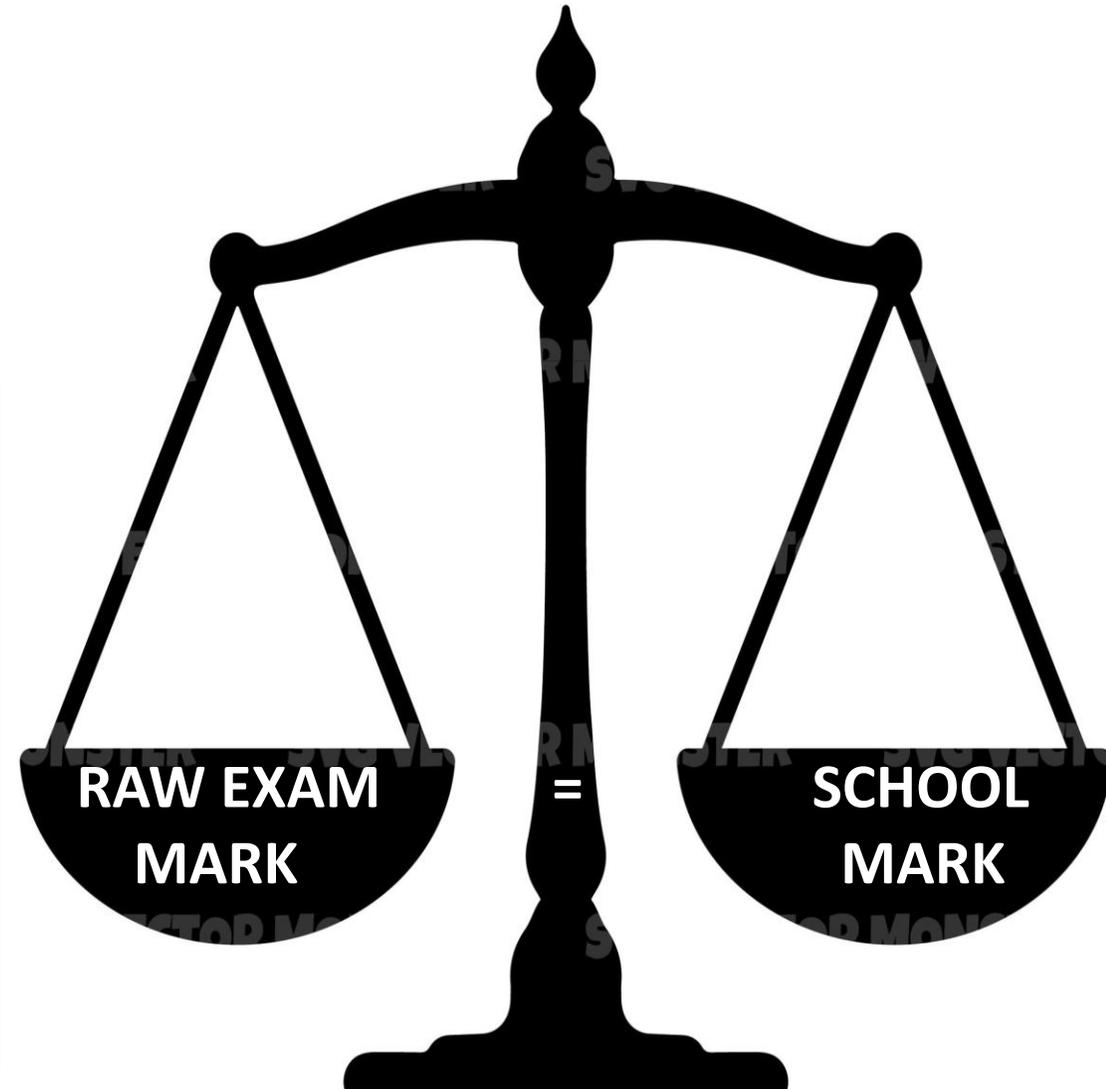
What the data shows?

- Large difference between school mark and ATAR exam mark across DoE schools

School mark to scaled score difference

Year	School	Like Schools	State (DoE)
2021	2.1	-13.5	-7.2
2022	0.1	-11.8	-6.6
2023	-4.1	-9.6	-10.1

School mark to scaled score difference is the amount by which the mean school score changed to become final scaled scores.



Breaking it down.....

Aligning with ATAR marker expectations

- SCSA Terminology Glossary = understanding the requirement for each type of question from Describe, Explain, Discuss etc..
- Marking key shelves
 - Using the same shelves for course assessments

Teaching examination technique to students.



Share with Group

—
Check information
for Sole Trader

- Each set of bricks has one orange or one brown brick
- Use this as your definition brick
- Decide on the best definition within your group and write it on the side of the brick



Share with Group

—
Check information
for Sole Trader

- Using the yellow bricks write at least 3 characteristics that describes a sole trade (**minimum of one each per group member**)
- Think about the following features:
 - Management/control
 - Amount of capital
 - Legal liability
 - Set up
 - Taxation

Teaching examination technique to students.



Share with Group

—

Check information
for Sole Trader

Using

- Blue brick for how/why and/or cause/consequence
- This requires you to show links
- **Write on two sides of the brick.**
- Eg How on front of the brick and why on the side of the brick

Each group members completes at least 1 brick each.

Teaching examination technique to students.



Share with Group

-

Check information
for Sole Trader

Using

- green bricks for advantages
- Red bricks for disadvantages
- Either for issues

Each group members completes at least 2 bricks each.

Teaching examination technique to students.

Explain sole trader business ownership structure.

4 marks

Explain sole trader.	4 marks
Explain how or why (no linking)	3 marks
Describe a sole trader (feature or characteristics)	2 marks
State a fact – usually a definition	1 mark

Try to link the feature with the how/why or cause/consequence



2019 Question 2 (b)

EXPLAIN = HOW/WHY or CAUSE/EFFECT – answer must link relationship between things

Explain the impact that technology, specifically e-commerce, has on a business operating in a global environment. (3 marks)

Description	Marks
Explains the impact e-commerce has on a business operating in a global environment.	3
Describes the impact e-commerce has on a business operating in a global environment.	2
States a fact about the impact e-commerce has on a business operating in a global environment.	1
Total	3

EXPLAIN = link
WHY/HOW
CAUSE/EFFECT

DESCRIBE = features
(linked to impact)

STATE FACT
Impact

Question 2 (b): Response 1

Top 25 Answer	Annotations
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E-commerce provides 24/7 trading for businesses and also gives access to numerous more markets. Consequently with the 24/7 trading the business has the opportunity to sell more, thus increasing their profits. Also as they can sell to more markets and thus more people, this also increases their profits. Similarly, with the introduction of payment services such as Paypal or Visa it increases the efficiency of transactions world wide. As a definition, e-commerce is the trading of goods and services or the transmitting of funds and data over an electronic network through the internet.

STATE FACT
Impact

DESCRIBE = features
(linked to impact)

EXPLAIN = link
WHY/HOW
CAUSE/EFFECT

DESCRIBE = features
(linked to impact)

allows
in
rising

Explains that efficient payment

ted by
rvice.

2019 Question 4 (a)

CONSIDER: reflect on and make a judgement/evaluation

- (a) Consider how consumer purchasing and spending patterns drive global business development. (4 marks)

Description	Marks
Considers how consumer purchasing and spending patterns drive global business development	4
Describes consumer purchasing and spending patterns and their effect on global business development.	3
Describes some consumer purchasing and spending patterns	2
States a fact about consumer purchasing and spending patterns	1
Total	4

MAKE EVALUATION
(-) (+)
Determine
value/impact

DESCRIBE = features

Reflect on content

Question 4 (a): Response 1

Top 25 Answer

Annotations

Consumer purchasing and spending patterns have opened up potential pathways for businesses in niche or innovative markets or even mass manufacturing markets, to expand ^{globally} with a low risk. In Australia alone, 78% of consumers are regular online shoppers, indicating a pattern in online shopping. As a result, businesses can expand their distribution and virtual presence to a global scale through establishing e-commerce and online distribution platforms. As physical presence isn't required, costs are saved, and risks are minimised as a result. The increase in technological availability globally makes it easy for businesses to cater to niche markets at a global scale, hence driving global business development.

Considers how consumer purchasing and spending patterns have allowed markets to open up with less risk. Details how new markets, niche markets and even manufacturing can benefit from the consumer patterns of purchasing online and using e-commerce to pay for their purchases.

Explains how, due to these consumer patterns, a business can maintain a global online presence while not having the expense of maintaining a physical shop front. Links this to more growth and less risk for businesses.

EXTENDED RESPONSE

- Read through case material.

FEATURES OF FTA (ANZCERTA)	<p>Question 8 (25 marks)</p> <p>Utterly Uggalicious is an Australian business that sells sheepskin boots. Currently the wool for the boots is sourced from Australia and New Zealand to ensure the highest-quality materials are used. The boots are manufactured in Australia and sold locally.</p>	ETHICS Outsourcing
IMPACT International Cooperation	<p>Utterly Uggalicious has been operating for five years and has experienced a huge increase in the demand for its products. It believes this is due to their high quality and ethical production policies.</p>	ETHIC Offshoring
IMPACT Domestic Market	<p>As the business has become more and more popular, Utterly Uggalicious has had to significantly increase production, employ more staff and look for a bigger manufacturing location. While the business is keen to continue to use Australian and New Zealand materials, it is considering the advantages of moving its production offshore. Hence, the business has started to research the benefits of moving its wool processing and manufacturing to Asia.</p>	POLITICAL Stability
Is it advisable? REASONS/JUSTIFY	<p>In making this strategic decision, the business must also consider the negative human and environmental factors that may impact Utterly Uggalicious. Currently, the business has a corporate social responsibility strategy in place; however, a move to Asia could hinder the business' ability to follow this strategy.</p>	POLITICAL International Relationships

2019 Question 8 (b)

ANALYSE: its components and draw out implication of

Globalisation has impacted international cooperation and domestic markets. Analyse how these might impact Utterly Uggalicious' decision to move its operations to Asia.

(6 marks)

Description	Marks
For each impact of globalisation regarding international cooperation and domestic markets:	
Analyses how it might impact Utterly Uggalicious moving its operations to Asia	3
Describes how it might impact business operations moving to Asia	2
States a fact about international cooperation/domestic markets	1
Subtotal	3
Total	6

ANALYSE – draw out impacts

DESCRIBE = features
How impacts

STATE FACT
Component

Question 8 (b): Response 1

Top 25 Answer

Globalisation has impacted international cooperation as it ~~creates~~ influences communication and cooperation between specific international countries. FTAs have increased & influenced the international cooperation existent due to globalisation as they increase the neutral communication between international countries. Utterly Uggalicious cooperates with New Zealand as they source their wool for their products from Australia and New Zealand.

The decision to move the ~~most~~ production offshore to Asia will force international cooperation between Australia, New Zealand as well as Asia. If the two countries are on good terms with Asia, then this move may be a positive and viable move for the business.

The domestic market will be impacted if Utter Uggalicious decides to move its operations overseas to Asia, as the employment for the operating and manufacturing of the Uggs will be removed from Australia, and given to workers in Asia. This removes employment in Australia, whilst also providing salaries to Asian workers, removing the capital from the Australian economy and putting it into the Asian economy.

Annotations

Analyses how globalisation has impacted international cooperation and domestic markets. Explains the impact of each and applies to the case study, detailing the impact of each on Utterly Uggalicious, moving its operations to Asia.

2019 Question 8(c)

ADVISE = INFORM AND RECOMMEND (Provide reasons in favour)

Advise Utterly Uggalicious on the role of ethics in global business decision making in relation to the outsourcing of labour versus offshore labour. (6 marks)

Description	Marks	
Outlines the role of ethics in global decision making	2	INFORM
States a fact about the role of ethics in global decision making	1	
Subtotal	2	
Provides advice to Utterly Uggalicious regarding outsourcing and using offshore labour	4	RECOMMEND WITH REASONS FOR
Provides limited advice to Utterly Uggalicious regarding outsourcing and using offshore labour	3	
States a fact about outsourcing and using offshore labour that could be applied to Utterly Uggalicious	2	INFORM
States a fact about outsourcing or using offshore labour	1	
Subtotal	4	
Total	6	
Answer(s) could include:		

Top 25 Answer

Annotations

It is essential business consider the ethics regarding their decisions, particularly in how labour throughout the business is handled. By ensuring labour is ethical and practices are favourable for employees, employee motivation will increase alongside their retention. Customer retention would also increase as a result of associating the business with ethical labour practices, ^{thereby} increasing sales. Utterly Uggalicious currently follows "ethical production policies" and manufactures all products within Australia. They have now considered shifting the production of their beverage foot products to Asia to ultimately reduce labour costs and increase the efficiency of production. Outsourcing is an option for them and involves contracting a business overseas (in Asia for this case) to complete a non-core business function i.e. manufacturing of foot products in this scenario. Although outsourcing is ^{not} inherently unethical, it would be difficult to maintain their "ethical production policies" due to potential language barriers and location differences in Asia. It would however be closer to maintaining their established Corporate Social Responsibility than using offshore labour. Offshore labour is a much less ethical decision which forces low and exploited production costs of other countries and low standards of work. Offshore labour may lead to sweatshops which would eliminate Utterly Uggalicious' CSR and would ruin their built positive reputation. It is essential the business consider and applies ethical ~~labour~~ labour standards such as those provided by the International Labour Organisation, and avoid the use of offshore labour, to maintain a positive reputation and CSR, which will ultimately increase customer retention and in turn, sales.

Provides significant detail regarding the role of ethics in global business decision-making in relation to the outsourcing of labour versus offshore labour. Gives advice about each and how the integrity and reputation of Utterly Uggalicious could be affected.

2019 Question 8 (d)

CONSIDER: reflect on and make a judgement/evaluation

Consider how **two** political factors could impact on the business' operations in Asia.

(6 marks)

Description	Marks
For each of two political factors:	
Considers how the political factor could impact on business operations in Asia and applies it to Utterly Uggalicious	3
Considers how the political factor could impact on business operations in Asia	2
Outlines a political factor	1
Total	6

Answer(s) could include:

MAKE EVALUATION
(-) (+)
Determine
value/impact

DESCRIBE = features

Reflect on content

Question 8 (d): Response 1

Top 25 Answer	Annotations
<p>Political Factors that could impact business operations in Asia</p> <p>The stability of foreign governments and foreign government relationship with Australian governments are two political factors that could impact business operations in Asia. Stability of foreign governments refers to the propensity of the government to collapse usually due to conflict or rampant competition between political parties. A stable government in Asia with clear laws concerning operations, competition, trade and censorship etc would provide a ^{political} an environment that supports Utterly Uggalicious processing and manufacturing in Asia. An unstable government however, with corruption, unclear laws and lack of government funding to business would negatively impact any of Utterly Uggalicious' operations in Asia. Foreign government relationships with the Australian government refers to the strength of the bonds, alliances and communication between the governments. Australia has a number of Free trade agreements (FTAs), trade blocs, alliances and historical ties to Asia. This coincides with a positive and strong relationship between the two governments. As such the political environment would be supportive of Utterly Uggalicious moving its production offshore to Asia and allow for productive business operations in Asia.</p>	<p>Considers how two political factors could impact on Utterly Uggalicious' operations in Asia.</p> <p>Explains how the stability of foreign governments and the relationship of Australian with other governments in the Asian region could impact Utterly Uggalicious and gives pertinent examples.</p>