



# JOHN EDMONDSON HIGH SCHOOL

## Assessment Notification

Faculty: Social Sciences

Course: Business Studies

Year: 12

Assessment Task: Task 2: Marketing Essay

Assessment Weighting: 25% Due: Term 1 Week 6 Date: 1/03/23: Period 3

Task Type: Hand in Task  In Class Task  Practical Task

### Outcomes assessed (NESA)

H1 critically analyses the role of business in Australia and globally  
H3 discusses the social and ethical responsibilities of management  
H4 analyses business functions and processes in large and global businesses  
H5 explains management strategies and their impact on businesses  
H6 evaluates the effectiveness of management in the performance of businesses  
H7 plans and conducts investigations into contemporary business issues  
H8 organises and evaluates information for actual & hypothetical business situations  
H9 communicates business information, issues and concepts in appropriate formats

### Task Description/Overview

In your answer you will be assessed on how well you:

- demonstrate knowledge and understanding relevant to the question
- apply relevant business case study/studies and contemporary business issues
- communicate using relevant business terminology and concepts
- present a sustained, logical and cohesive response

### Detailed Assessment Task Description

Students will have 40 minutes to answer the following essay question:

***Evaluate the marketing strategies used to achieve a business's marketing objectives.***

- No materials may be brought into the examination room.
- The following classes will complete the assessment in these rooms during P3:

12BS3 (Zulic) in A08 (RZ)

12BS5 (Gardiner) in B12 (AG)

12BS4 (Albazi) in B07 (AA)

12BS6 (Albazi) in B08 (AA)

### Assessment Criteria

Grade	Description	Mark Range
Outstanding (O)	See marking criteria below	
High (H)	See marking criteria below	
Sound (S)	See marking criteria below	
Basic (B)	See marking criteria below	
Limited (L)	See marking criteria below	

## Satisfactory completion of courses

A course has been satisfactorily completed, when the student has:

- Followed the course developed/endorsed by the NSW Educational Standards Authority (NESA)
- Applied himself/herself with diligence and sustained effort to the set tasks and experiences provided in the course.
- Achieved some or all of the course outcomes

## Essay Question (20 marks)

Evaluate the marketing strategies used to achieve a business's marketing objectives.

CRITERIA	MARKS
<ul style="list-style-type: none"><li>• Presents a sustained, logical and cohesive response and communicates clearly using relevant business terminology and concepts.</li><li>• Provides an informed judgement of the effectiveness of a business's marketing strategies in achieving its marketing objectives.</li><li>• Applies relevant case study/studies and contemporary business issues.</li></ul>	17 - 20
<ul style="list-style-type: none"><li>• Presents a logical and cohesive response using relevant terminology and concepts.</li><li>• Provides a sound judgement of the effectiveness of a business's marketing strategies in achieving its marketing objectives.</li><li>• Uses relevant case study/studies and contemporary business issues.</li></ul>	13 - 16
<ul style="list-style-type: none"><li>• Communicates using business terminology and concepts.</li><li>• Sketches in general terms the effectiveness of a business's marketing strategies in achieving its marketing objectives.</li><li>• Presents a response with some structure.</li></ul>	9 - 12
<ul style="list-style-type: none"><li>• Communicates using some business terminology and concepts.</li><li>• Makes general statements about the effectiveness of a business's marketing strategies in achieving its marketing objectives.</li><li>• Presents a response with limited structure</li></ul>	5 - 8
<ul style="list-style-type: none"><li>• Uses basic knowledge and terminology.</li><li>• May refer to the effectiveness of a business's marketing strategies in achieving its marketing objectives.</li></ul>	1 - 4

