

Marking Guide

Q1) How does environmental sustainability influence the operations of a business?

Criteria	Marks
Detailed information on how environmental sustainability influences operations	4
Describes how environmental sustainability influences the operations of a business	3
Defines environmental sustainability	2
Some relevant information given	1

Q2) Michael would like to open a new burger restaurant. Outline TWO performance objective relevant to this business.

Criteria	Marks
Effectively sketches how TWO performance objectives are relevant to this business	4
Sketches how ONE performance objective is relevant to this business and provides a relevant statement on the second	3
Defines TWO relevant performance objectives relevant to this business	2
Relevant statement given	1

Q3) Demonstrate what is meant by the term 'speed' in relation to operations processes.

Criteria	Marks
Shows by example how speed relates to the operations process	3
Describes speed in relation to the operations processes	2
Makes a relevant statement	1

Q4) How is the operations function interdependent with the marketing function in a business

Criteria	Marks
Lists TWO relevant types of training for this business	2
Lists one relevant type of training	1

Q5) A building company has been contracted to build a new home for a customer. The contract requires the home to be completed within six months and within budget. How can technology influence this businesses operations.

Criteria	Marks
Makes the relationship between technology and the operations in this business clear	4
Describes the relationship between technology and the operations in this business	3
Sketches the relationship between technology and the operations in this business	2
Makes a relevant statement	1

Q6) Define the term product differentiation.

Criteria	Marks
States the meaning of product differentiation	1

Q7) A small vintage car hire company operates in a local suburb, hiring out rare and vintage cars for weddings and special occasions. It has established an excellent reputation amongst its previous customers. Describe ONE transforming resource of this business.

Criteria	Marks
Provides features and characteristics of a transforming resource of this business	3
Sketches a transforming resource of this business	2
Makes a relevant statement	1

Q8) A small vintage car hire company operates in a local suburb, hiring out rare and vintage cars for weddings and special occasions. It has established an excellent reputation amongst its previous customers. Why is the customer service provided by this business important to its success?

Criteria	Marks
Explains why customer service is important for this businesses success	4
Describes why customer service is important to this businesss success	3
Sketches a reason for why customer service is important to this businesss success	2
Makes a relevant statement	1

Q9) Describe TWO advantages of outsourcing in operations

Criteria	Marks
Effective description of TWO advantages of outsourcing in operations	6
Effective description of ONE advantage of outsourcing in operations and listing ONE other advantage	5
Sketches TWO advantages of outsourcing in operations	4
Effective description of ONE advantage of outsourcing in operations	3
Lists TWO advantages of outsourcing in operations OR sketches ONE advantage of outsourcing in operations	2
Makes a relevant statement	1

Q10) List two advantages of using Gantt charts

Criteria	Marks
Correctly identifies TWO advantages	2
Correctly identifies ONE advantage	1

Q11) Compare Quality Control with Quality Assurance

Criteria	Marks
Sophisticated comparison on the similarities and/or differences	6
Effective comparison on the similarities and/or differences made	5
Sketches TWO ways which Quality Control and Quality Assurance are similar and/or different	4
Effective description of ONE way which Quality Control and Quality Assurance are similar and/or different	3
Lists at least TWO similarities and/or differences	2
Some relevant information given	1

Q12) Outline a key difference between the operations for a good compared to a service

Criteria	Marks
Sketches in general detail a key difference between operations for a good compared to a service	2
Lists a key difference between operations for a good compared to a service	1

Q13) Discuss how acquiring leading-edge technology can enable the business to gain a competitive advantage.

Criteria	Marks
Displays extensive knowledge on how leading-edge technology can enable the business to gain a competitive advantage	6
Demonstrates the characteristics and features on how leading-edge technology can enable the business to gain a competitive advantage	4-5
Sketches in general terms how leading-edge technology can enable the business to gain a competitive advantage	2-3
Makes a relevant statement	1

Q14) How do transformed resources and transforming resources differ?

Criteria	Marks
Displays extensive knowledge of the differences between transformed resources and transforming resources	4
Demonstrates features of the differences between transformed resources and transforming resources	3
Sketches in general terms how transformed resources and transforming resources differ	2
Makes a relevant statement	1

Q15) How are economies of scale and cost leadership related?

Criteria	Marks
Displays extensive knowledge on how economies of scale and cost leadership are connected	4
Demonstrates features of how economies of scale and cost leadership are connected	3
Sketches in general terms how economies of scale and cost leadership are connected	2
Makes a relevant statement	1