



JOHN EDMONDSON HIGH SCHOOL

Assessment Notification

Faculty: Social Sciences

Course: Business Studies

Year: 12

Assessment Task: Task 2 Marketing Business Report

Assessment Weighting: 25% Due: Term 1 Week 6 Date: 5/3/24 (P2)

Task Type: Hand in Task In Class Task Practical Task

Outcomes assessed (NESA)

H1 critically analyses the role of business in Australia and globally
H2 evaluates management strategies in response to changes in internal and external influences
H3 discusses the social and ethical responsibilities of management
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 and hypothetical business situations
H9 communicates business information, issues and concepts in appropriate formats

Task Description/Overview

Students will write a business report based on **MARKETING**

Detailed Assessment Task Description

Students are to write a business report addressing the following question;

You have been asked by an Australian company to write a report in which you:

- **Develop a situational analysis for the business**
- **Describe branding and product strategies the business could use to expand into global markets**
- **Recommend a channel choice that would suit this business's expansion**

You are to undertake research based on the topics above and then write a report based on a SCENARIO THAT WILL BE PROVIDED ON THE DAY OF THE ASSESSMENT. You will be given 40 minutes to write your response

The Business Report must be completed in the correct REPORT FORMAT and will be marked out of 20.

NO REFERENCE MATERIALS may be brought into the assessment

The following classes will complete the assessment during PERIOD 2 in the following rooms.

BS3 – B01 (Mr G) BS4 – A08 (Ms Z) BS5 – B07 (Ms F) BS6 – B02 (Mr G)

If you are absent on the day of the assessment, you must submit an Illness/Misadventure form to have any chance of receiving a mark for this assessment. Any student that breaches the assessment policy will receive a mark of zero.

Your answer will be assessed on how well you:

- *demonstrate knowledge and understanding relevant to the question*
- *apply the hypothetical business situation (which will be given on the day)*
- *communicate using relevant business terminology and concepts*
- *present a sustained, logical, and cohesive response in the form of a business report*

Assessment Criteria		
Grade	Description	Mark Range
Outstanding (O)	<ul style="list-style-type: none"> • Creates a detailed situational analysis with the information provided • Provides a detailed description of product and branding strategies that the company could use to expand into global markets • Provides detailed reasons in favour of a channel choice for the company • Applies the information provided, demonstrating extensive knowledge and understanding relevant to the question • Presents a sustained, logical and cohesive business report integrating relevant business terminology and concepts 	17-20
High (H)	<ul style="list-style-type: none"> • Creates a situational analysis with the information provided • Provides a description of product and branding strategies that the company could use to expand into global markets • Provides some reasons in favour of a channel choice for the company • Uses the information provided, demonstrating knowledge and understanding relevant to the question • Presents a logical and cohesive business report using relevant business terminology and concepts 	13-16
Sound (S)	<ul style="list-style-type: none"> • Makes use of some information to create a basic situational analysis • Outlines a product and/or branding strategy that the company could use Provides a description of channel choice for the company • Makes some use of the information provided • Includes features of a business report and uses some business terminology and concepts 	9-12
Basic (B)	<ul style="list-style-type: none"> • Makes reference to the situational analysis • Outlines a product and/or branding strategy • Outlines a channel choice • May include some features of a business report and uses some basic business terminology 	5-8
Limited (L)	<ul style="list-style-type: none"> • Refers to marketing • Uses basic business terminology 	1-4

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