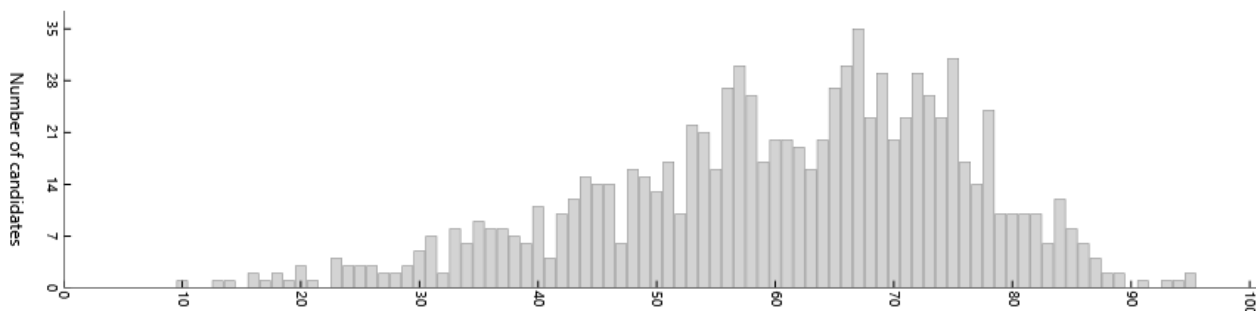




## Summary report of the 2017 ATAR course examination: **Business Management and Enterprise**

Year	Number who sat	Number of absentees
2017	946	15
2016	930	27

### *Examination score distribution – Written*



### **Summary**

Attempted by 946 candidates    Mean 60.34%          Max 95.10          Min 10.10  
As per the design brief, the written examination consisted of two sections with Section One comprising short answer questions and Section Two comprising extended answer questions. Candidates were required to attempt all of the six short answer questions provided in Section One, and attempt two out of the three extended answer questions provided in Section Two. The mean of 60.34% represents an increase of 7.28% from the 2016 Business Management and Enterprise ATAR examination (53.06%). Given their response rate and performance, it would appear that the examination was accessible for the vast majority of candidates.

Section means were:

Section One: Short answer	Mean 63.84%			
Attempted by 946 candidates	Mean 38.30(/60)	Max 59.50	Min 8.00	
Section Two: Extended answer	Mean 55.28%			
Attempted by 943 candidates	Mean 22.11(/40)	Max 38.80	Min 1.60	

### **General comments**

There was a logical flow to this examination paper, with questions grouping syllabus content to allow candidates to demonstrate their knowledge and understanding of key concepts from the Business Management and Enterprise syllabus. The mean (60.34%) and range (95.10% – 10.10%) of the paper indicate that the paper provided scope for all candidates to respond to each question. The scaffolding of the question parts allowed well-prepared candidates to demonstrate high critical thinking levels and thus achieve high scores. However, there was evidence of pre-prepared responses, and often a lack of application demonstrated by candidates.

### *Advice for candidates*

- Ensure that you address all the components/parts of each question.
- Aim to write your answers in your own words, while addressing the context and details of each question; minimise your use of generic, standardised, rote-learned responses.
- Ensure that your answers demonstrate application to the scenarios or case studies given in the questions.

### *Advice for teachers*

- Teach syllabus content within a range of relevant business contexts, providing students with a portfolio of usable examples for them to apply in their answers.
- Ensure that students are being provided with relationships/interrelationships within the syllabus content and make linkages explicit; that is, ensure that dot points are not being taught in isolation.
- Ensure that students are provided with a clear understanding of concepts from both the employee and the organisation/management perspective. A trend of responding only from the employee's viewpoint was evident in candidate responses.

### **Comments on specific sections and questions**

#### **Section One: Short answer (60 Marks)**

Candidates attempted to answer all questions in Section One, indicating that the questions were achievable and the range of marks indicated that well-prepared candidates were able to achieve full marks. However, there appeared to be many rote-learned responses, with many candidates providing very similar standard responses. While candidates were awarded some marks, they can miss out on achieving full marks by not addressing the detail or application required by the specific question. Question 5 appeared to be the most challenging for candidates with a mean of 5.64(10) with all other questions reporting similar means of between 6.27–6.85(10).

#### **Section Two: Extended answer (50 Marks)**

Most candidates attempted two of the three questions required in this section of the paper where case studies provided the stimulus for demonstration and application of knowledge. Overall, candidates demonstrated basic knowledge of the syllabus points covered; however, a lack of application to the case study concerned and/or a lack of depth were weaknesses apparent in responses. Many candidates did not make connections between the theory, concepts and case study application, and relationships between concepts. Question 7 was the preferred extended answer choice with 84.72% of candidates attempting it. The other two choices, Question 8 (55.14%) and Question 9 (69.07%) received relatively similar response attempts. All three extended answer questions provided good discrimination, as evidenced by the range of marks for each question. These questions allowed well-prepared candidates the opportunity to demonstrate their knowledge.