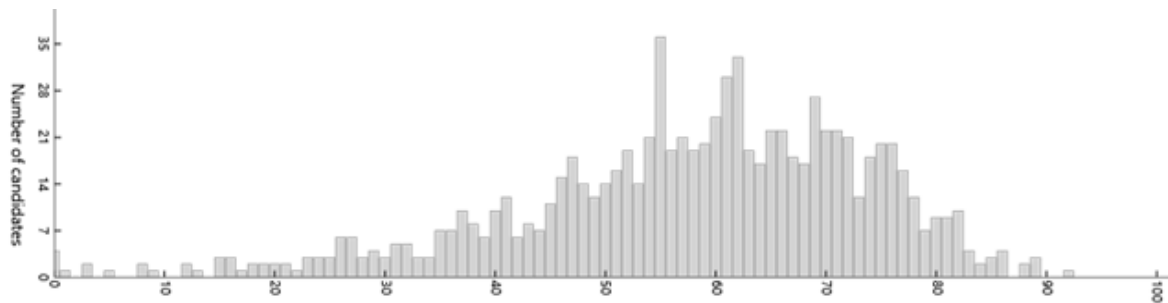




## Summary report of the 2019 ATAR course examination: Business Management and Enterprise

Year	Number who sat	Number of absentees
2019	873	15
2018	864	12
2017	946	15
2016	930	27

### Examination score distribution–Written



### Summary

The written examination consisted of two sections: Section One: Short answer and Section Two: Extended answer. The mean of 57.53% represents an increase of 2.39% compared to 2018.

Attempted by 870 candidates                      Mean 57.73%                      Max 92.30%                      Min 0.00%

Section means were:

Section One: Short answer	Mean 60.53%		
Attempted by 870 candidates	Mean 36.32(/60)	Max 58.50	Min 0.00
Section Two: Extended answer	Mean 54.09%		
Attempted by 861 candidates	Mean 21.64(/40)	Max 36.80	Min 0.40

### General comments

The questions covered the scope of the syllabus and most candidates demonstrated a good understanding of the content covered. Many candidates found it difficult to apply scenarios in the Extended answer section, this being reflected in the lower mean.

Where questions asked about different aspects of a similar content area, many candidates struggled to make a targeted response, instead providing the same or a similar response for both questions. For example, Question 1 asked candidates to describe two benefits of innovation in general, while Question 7 asked candidates to target the benefits of innovation in relation to the case study provided. Many candidates responded with very similar answers. Similarly, some candidates provided very similar answers for Questions 3 and 4, without tailoring their responses to the specifics of the question.

Some candidates provided responses that were too broad and, as a result, did not achieve the full range of marks available. Many candidates appeared not to consider the marks allocated to each question before writing their responses. At times, a question worth three

marks would result in a candidate writing an entire page, while at other times, a question worth eight marks would result in a very brief response of one or two sentences.

#### *Advice for candidates*

- Read questions carefully to target your responses to the questions.
- Consider how much a question is worth and write a response appropriate to the mark allocation.
- Improve your use of Business Management and Enterprise terminology. This will enable you to understand the requirements of examination questions and the level of detail required for a response.
- Understand and be able to apply all areas of the syllabus because all syllabus dot points can be examined.
- Applying your knowledge is essential. Do not provide a memorised response that is not targeted to the specific scenario.
- When writing responses, ensure that you address the instructional verb used in the question, such as 'outline', 'describe', 'explain' or 'discuss'.
- Understand that 'rationale' refers to the reasoning behind a business decision or action.
- Apply concepts to a global business or a global market; do not simply describe a concept.
- Make sure your response is legible.

#### *Advice for teachers*

- Build business knowledge by exposing students to Business Management and Enterprise terminology.
- Teach the difference between instructional verbs such as 'outline', 'describe', 'explain' and 'discuss'.
- Provide students with practise in applying their knowledge and using content from case studies.
- Provide opportunities for students to read questions carefully and for them to identify whether the question is addressing issues regarding a business or other key stakeholders, such as consumers.
- Keep up-to-date with current case studies and use them in class to help students apply their knowledge to relevant syllabus dot points.
- Ensure that you are using current text books/information to teach topics. Use a variety of text books/resources to expose students to a wide range of information.

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

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

Candidates were required to attempt all of the six short answer questions provided in Section One. The questions were scaffolded to provide candidates with support and to promote confidence.

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

Candidates were required to attempt two out of the three extended answer questions provided in Section Two. Question 7 was the most favoured, with candidates gaining slightly higher marks than in the other two questions. Question 8 was the next favoured question achieving a slightly higher mean than Question 9. Question 9 was the least favoured question with the lowest mean. The scenarios presented in each of the questions allowed candidates to demonstrate and apply their business knowledge.