



Pymble Ladies' College

Student Number _____

2014 TRIAL HIGHER SCHOOL CERTIFICATE EXAMINATION

Business Studies

General Instructions

- Reading time – 5 minutes
- Working time – 3 hours
- Write using black or blue pen
- Board-approved calculators may be used
- Write your Student Exam Number at the top of all pages where indicated

Total marks – 100

Section I

Pages 2-8

20 marks

- Attempt Questions 1-20
- Allow about 35 minutes for this part

Section II

Pages 9-16

40 marks

- Attempt Questions 21-24
- Allow about 1 hour and 15 minutes for this part

Section III

Pages 17

20 marks

- Attempt Question 25
- Allow about 35 minutes for this section

Section IV

Page 18

20 marks

- Attempt either Question 26 OR Question 27
- Allow about 35 minutes for this section

Section I

20 marks

Attempt Questions 1-20

Allow about 35 minutes for this section

Use the multiple-choice answer sheet provided for Questions 1-20

1. How should an Australian firm operating a clothing factory in Bangladesh ensure they act in an ethically responsible manner?
 - (A) The business should comply with foreign environmental laws
 - (B) The business should ensure that copyright and patents are not broken
 - (C) The business should provide health and safety conditions that go beyond the scope of the law
 - (D) The business should provide wages and working conditions in accordance with the law

2. What is the role of operations management?
 - (A) Sourcing funds from either debt or equity sources to finance the business
 - (B) The development of newly hired staff using on the job training techniques
 - (C) Determining the product, place, price and promotional strategies to be used
 - (D) Transforming inputs into outputs while focusing on cost reduction in the process

3. Which of the following method of payment represents the lowest risk to exporters?
 - (A) Bill of exchange
 - (B) Clean payment
 - (C) Letter of credit
 - (D) Payment in advance

4. What is an advantage of using focus groups and personal interviews as techniques to gather data?
- (A) It is more expensive than using primary data
 - (B) The data can be analysed by competitors in the industry
 - (C) The business gets detailed information from secondary sources
 - (D) The questions can be directed at gaining data about a specific problem
5. Which of the following represents the strategic role of human resources?
- (A) Minimising staff turnover due to industrial action
 - (B) Managing the total relationship between employer and employee to assist business to meet its goals
 - (C) Employing the correct casual contract staff in the finance department
 - (D) Lowering the cost of wages for the company to maximise profitability in the short term
6. Which of the following are an example of transforming resources in the manufacturing of cars?
- (A) Customers and Information
 - (B) Facilities and Human resources
 - (C) Information and Materials
 - (D) Materials and Customers
7. Which of the following are features of the communication process in marketing?
- (A) Advertising and Personal selling
 - (B) Opinion leaders and Personal selling
 - (C) Opinion leaders and Word of mouth
 - (D) Transport and Warehousing

8. Which of the following are examples of *fixed* costs for business?

- (A) Leased equipment and rent
- (B) Rent and fuel
- (C) Casual labour and inventory
- (D) Inventory and electricity

Use the following information to answer questions 9.

Pets r Friends Pty Ltd has recorded the following statistics as of 30 June 2014

	\$
Cash	30 000
Accounts Payable	25 000
Mortgage	160 000
Net profit	43 000
Capital	90 000
Accounts receivable	12 000
Equipment	65 000
Overdraft	9 000
Inventory	8 000

9. Which of the following describes the liquidity of *Pets r Friends Pty Ltd* ? (liquidity is current assets : current liabilities)

- (A) The firm is not liquid, with \$1 in current assets to cover \$1.47 of current liabilities
- (B) The firm is liquid, with \$1.47 in current assets to cover \$1 current liabilities
- (C) The firm is not liquid, with \$1 in current assets to cover \$1.85 of current liabilities
- (D) The firm is liquid, with \$1.85 in current assets to cover \$1 of current liabilities

10. J. W. Wine and Co. Pty Ltd phones customers from its database to inform them of special offers and competitions.

Which elements of the promotion mix is this business using?

- (A) Publicity and personal selling
- (B) Advertising and relationship marketing
- (C) Relationship marketing and sales promotion
- (D) Sales promotion and publicity

11. Which of the following are differences between a good and a service?

- (A) Goods are tangible and once made they cannot be modified
- (B) Services are tangible and can be customised
- (C) Services are intangible and hard to modify
- (D) Goods are intangible and once made they cannot be customised

12. Which of the following statements describes the difference between conciliation and arbitration?

- (A) Conciliation does not involve a legally binding decision whilst arbitration does
- (B) Conciliation involves a neutral third party in the dispute whilst arbitration does not
- (C) Conciliation does not involve the parties affected by the dispute whilst arbitration does
- (D) Conciliation is a formal workplace dispute resolution procedure whilst arbitration is not

13. A factory manager is deciding the best order in which to complete tasks

Which operations process is being carried out?

- (A) Monitoring
- (B) Scheduling
- (C) Sequencing
- (D) Task design

14. MPC's Clothing Pty Ltd decides to sell its accounts receivables to a specialist firm in order to increase the amount of cash on its balance sheet.

Which strategy is MPC's Clothing using?

- (A) Commercial Bills
- (B) Sale and lease back
- (C) Outsourcing
- (D) Factoring

15. Which of the following is a benefit of outsourcing human resources?

- (A) It allows management to include induction and training of its human resources.
- (B) Increases operational and financial costs associated with human resources.
- (C) It allows managers to focus on the core business operations.
- (D) Outsourcing provides a better understanding of the business culture

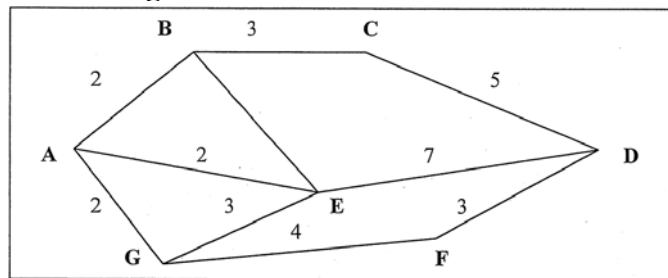
16. Which of the following represents an effective recruitment process in a business?

- (A) Job applications received from a select but suitably qualified group of candidates
- (B) An induction program that informs new employees about the organisational culture
- (C) Mentoring of suitable candidates to ensure that they are suitable applicants for the position
- (D) A retrenchment process that removes underperforming employees thus improving the efficiency of the business

17. Which of the following is a type of short-term external debt finance?

- (A) Leasing
- (B) Debentures
- (C) Bank bills
- (D) Term loans

Question 18 refers to the following information



18. Which of the following shows the critical path?

- (A) A-E-D
- (B) A-B-C-D
- (C) A-G-E-D
- (D) A-G-F-D

19. Toys 2 Have R Fun Pty Ltd is a toy company that has been criticised for manufacturing products that are advertised as ‘making your children brighter’; ‘you must purchase one if you do not want your child to be left behind in achieving high marks’.

Which of the following is a concern for consumers of Toys 2 Have R Fun Pty Ltd products?

- (A) Sugging and creation of needs
- (B) Deceptive and misleading advertising and creation of needs
- (C) Sugging and deceptive and misleading advertising
- (D) Creation of needs and price discrimination

20. Which of the following represents a criticism of the concept of sugging?
- (A) Its ability to promote products in a misleading manner
 - (B) Consumers pay higher prices
 - (C) The business is able to identify the needs of consumers in a deceptive way
 - (D) Consumers are made to believe that the purpose of a questionnaire is legitimate market research

END OF SECTION 1

Section II

40 marks

Attempt Questions 21-24

Allow about 1 hour and 15 minutes for this section

Answer the questions in the spaces provided. These spaces provide guidance for the expected length of response.

Question 21 (10 marks)

Marks

(a) Identify ONE *illegal* marketing practice under Australian consumer law. **1**

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(b) Outline how *psychological* factors can influence consumer choice. **2**

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(c) Describe ONE *ethical* criticism of marketing. **2**

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(d) Explain how a *situational analysis* can be used to determine appropriate marketing strategies. 2

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(e) Explain the interdependence of finance and marketing in a business. Support your answers with relevant examples. 3

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END OF QUESTION 21

Question 22 (11 marks)

Student Number _____

Cantra Stylos Pty Ltd is a large Australian manufacturing business with 200 employees. The recent economic downturn has forced management to reduce costs. Management has decided to outsource its accounting and administration functions to the Philippines. They have also decided to reduce non-monetary benefits such as morning tea and flexible working hours. Staff turnover has been high due to unfavourable management decisions. The company's employees have threatened to go on strike. **Marks**

- (a) Outline ONE influence on employment relations at this business. **1**

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- b) Describe how a high *staff turnover* can impact costs and profitability. **2**

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- (c) Explain ONE advantage and ONE disadvantage of global *outsourcing*. **4**

(i).....
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(ii).....
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(d) Examine the cause of ONE workplace dispute and the strategies used to resolve it. **4**
Use an example to support your answer.

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END OF QUESTION 22

Question 23 (10 marks)

Student Number _____

Valpos Pty Ltd is an Australian designer and manufacturer of leather clothing. Management at Valpos Pty Ltd is going to expand their business operations throughout Asia. Due to the presence of many competitors they realise they will have to be competitive both in terms of quality and costs.

Marks

- (a) Outline ONE global influence that this business must consider in its operations management. **2**

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- (b) Describe how businesses transform resources. **2**

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- (c) Distinguish between quality expectations and cost based competition in operations at Valpos Pty Ltd. 4

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- (d) Explain how a Gantt chart can be used in the transformation process. 2

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END OF QUESTION 23

Question 24 (9 marks)

Student Number _____

Income Statement for Sullivans Auto Parts Pty Ltd		
For the year ending 30 June 2014		
	\$	\$
Sales		400 000
Less COGS		
Opening stock	30 000	
Purchases	155 000	
Closing stock	60 000	
	125 000	
Gross Profit		??
Operating expenses		
Wages	85 000	
Utilities	20 000	
Rent	70 000	
Advertising	60 000	
Insurance	10 000	
Interest	10 000	
Net Profit		20 000
2013 Ratios	Net Profit:	12%
	Gross Profit:	75%

Marks

- (a) Calculate and comment on the Gross Profit Ratio for 2014 (Gross Profit/Sales x100) for Sullivans Auto Parts Pty Ltd. (Show all workings). **2**

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(b) Calculate and compare the 2014 Net Profit Ratio (net profit/sales x100) of Sullivans Auto Parts Pty Ltd with its 2013 results (show all workings). 3

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(c) Recommend ONE cost control and ONE revenue control that can be adopted by Sullivans Auto Parts Pty Ltd. to improve profitability 4

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END OF QUESTION 24

END OF SECTION II

Section III

20 marks

Attempt Question 25

Allow about 35 minutes for this section

Answer the question in a writing booklet. Extra writing booklets are available.

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

- demonstrate knowledge and understanding relevant to the question
 - apply the hypothetical business situation
 - communicate using relevant business terminology and concepts
 - present a sustained, logical and cohesive response in the form of a business report
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Question 25 (20 marks)

Evaluation Manufacturing and Mining Pty Ltd. is both a producer of earth moving equipment and heavy trucks, and has been involved in mining ore in Australia for over 10 years. Over the past three years, profits have been falling as a result of internal and external factors in both the domestic and global environment, including perceived lack of corporate social responsibility.

Whilst distributing mainly in Australia, they are looking to expand overseas and take advantage of increased demand for mineral ore. They have a number of factors that need reviewing..

- An understanding of factors impacting global financial management
- Corporate social responsibility, including
 - the difference between legal compliance and ethical responsibility
 - environmental sustainability and social responsibility

You have been employed by Evaluation Manufacturing and Mining Pty Ltd (EMMPL) to prepare a report for management on the issues outlined above. In your report, analyse the influence of the global market on financial management and explain why corporate social responsibility is a key concern in operations management.

END OF SECTION III

Section IV

20 marks

Attempt Question 26 or 27

Allow about 35 minutes for this section

Answer the question in a writing booklet. Extra writing booklets are available.

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
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Question 26 (20 marks)

Explain the impact of globalisation on marketing management.

OR

Question 27 (20 marks)

Examine the advantages of a diverse, culturally competent workforce for a global business.

END OF PAPER

MARKING GUIDELINES BUSINESS STUDIES TRIAL 2014

MULTIPLE CHOICE

1	C
2	D
3	D
4	D
5	B
6	B
7	C
8	A
9	B
10	C
11	A
12	A
13	C
14	D
15	C
16	A
17	C
18	C
19	B
20	D

Question 21.10 marks

(a) Identify ONE *illegal* marketing practice under Australian consumer law.

Criteria	Marks
Names ONE illegal marketing practice under Australian consumer law	1

(b) Outline how *psychological* factors can influence consumer choice.

Criteria	Marks
Provides a good sketch in general terms, indicating how <i>psychological</i> factors can influence consumer choice	2
Provides limited information about how <i>psychological</i> factors can influence consumer choice	1

(c) Describe ONE *ethical* criticism of marketing.

Criteria	Marks
Provides good information about the characteristics and features of ONE <i>ethical</i> criticism of marketing.	2
Provides a limited sketch in general terms, indicating some features of ONE <i>ethical</i> criticism of marketing.	1

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(d) Explain how a *situational analysis* can be used to determine appropriate marketing strategies.

Criteria	Marks
Clearly and accurately relates cause and effect, making the relationships evident and providing reasons why and/or how a <i>situational analysis</i> can be used to determine appropriate marketing strategies.	2
Provides information about the characteristics and features of how a <i>situational analysis</i> can be used to determine appropriate marketing strategies.	1

(e) Explain the interdependence of finance and marketing in a business. Support your answers with relevant examples.

Criteria	Marks
Clearly and accurately relates cause and effect, of the interdependence of finance and marketing in a business. Supporting answers with relevant examples.	3
Generally relates cause and effect, the interdependence of finance and marketing in a business.	2
Provides information about the characteristics and features of the interdependence of finance and marketing	1

Question 22

(a) Outline ONE influence on employment relations at this business.

Criteria	Marks
Provides a good sketch in general terms, indicating ONE influence on employment relations at this business.	1

(b) Describe how a high *staff turnover* can impact costs and profitability.

Criteria	Marks
Provides good information about the characteristics and features of how a high <i>staff turnover</i> can impact costs and profitability.	2
Provides a limited sketch in general terms, indicating some features of how a high <i>staff turnover</i> can impact costs and profitability.	1

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(c) Explain ONE advantage and ONE disadvantage of global *outsourcing*.

Criteria	Marks
Clearly and accurately relates cause and effect, making the relationships evident and providing reasons for ONE advantage and ONE disadvantage of global <i>outsourcing</i> .	4
Generally relates cause and effect, making some relationships known and providing reasons for ONE advantage and ONE disadvantage of global <i>outsourcing</i> .	3
Clearly and accurately relates cause and effect, making the relationships evident and providing reasons for ONE advantage OR ONE disadvantage of global <i>outsourcing</i> .	2
Provides information about the characteristics and features of either ONE advantage or ONE disadvantage of global <i>outsourcing</i> .	1

(d) Examine the cause of ONE workplace dispute and the strategies used to resolve it. Use an example to support your answer.

Criteria	Marks
Examines/inquire into the cause of ONE workplace dispute and the strategies used to resolve it. Use an example to support your answer.	4
Provides good information about the characteristics and features of the cause of ONE workplace dispute and the strategies used to resolve it. Use an example to support your answer.	3
Provides a good sketch in general terms, indicating the cause of ONE workplace dispute and the strategies used to resolve it.	2
Identifies the cause of ONE workplace dispute.	1

Question 23 (10 marks)

(a) 2 marks

Outline ONE global influence that a business must consider in its operations management.

Criteria	Marks
<ul style="list-style-type: none"> Sketches in general terms; indicates ONE global factor in its operations management 	2
<ul style="list-style-type: none"> Identifies one global factor in its operations management 	1

- Global factors – global sourcing, economies of scale, scanning and learning, research and development

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(b) 2 marks

Describe how businesses transform resources.

Criteria	Marks
<ul style="list-style-type: none"> Provides characteristics and features of how businesses transform resources. 	2
<ul style="list-style-type: none"> Sketches in general terms; indicates the main feature of TWO transforming resources 	1

Sample answers should include:

- Materials
- Information
- Customers

(c) 4 marks.

Distinguish between quality expectations and cost based competition in operations at Valpos Pty Ltd.

Criteria	Marks
<ul style="list-style-type: none"> Recognise or note/indicate as being distinct or different from quality expectations and cost based competition in operations at Valpos Pty Ltd. 	4
<ul style="list-style-type: none"> Provide characteristics and features indicating the difference between quality expectations and cost based competition in operations at Valpos Pty Ltd 	3
<ul style="list-style-type: none"> Sketches in general terms the difference between quality expectations and cost based competition in operations at Valpos Pty Ltd 	2
<ul style="list-style-type: none"> Identifies the difference between quality expectations and cost based competition in operations at Valpos Pty Ltd 	1

Sample answer:

Quality expectations: Goods and services satisfying customers in relation to durability, reliability, fit for purpose, reputation.

Cost-based competition;: Using operational strategies that lower costs, so prices are lower than rivals -source cheaper inputs, updating technology, outsourcing, economies of scale.

(d) Explain how a Gantt chart can be used in the transformation process

Criteria	Marks
<ul style="list-style-type: none"> Relate cause and effect; make the relationships between things evident; provide why and/or how a Gantt chart can be used in the transformation process 	2
<ul style="list-style-type: none"> Sketches in general terms the how a Gantt chart can be used in the transformation process 	1

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Gantt Chart- Records the number of tasks involved in each particular project and the estimated time needed for each task .Effects-can compare actual progress to planned progress. Can be used to set specific dates for the completion of each stage of operation; may then be used to make critical decisions, used for production scheduling.

Question 24 (9 marks)

(a) 2 marks

Calculate and comment on the Gross Profit ratio for Sullivans Auto Parts Pty Ltd. (Show all workings).

Criteria	Marks
• Ascertain/determine from given facts, figures or information with comments	2
• Ascertain/determine from given facts, figures or information without comments	1

Answer:

$$\begin{aligned}\text{Gross Profit Ratio} &= \frac{\text{Gross Profit}}{\text{Sales}} \times 100 \\ &= \frac{\$275000}{\$400000} \times 100 \\ &= 68.75\%\end{aligned}$$

Comment: generates 69 cents gross profit for every \$1 of sale, .or 69%of value of all sales

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(b) 3 marks

Calculate and compare the 2014 net profit ratio of Sullivans Auto Parts Pty Ltd with its 2013 results (show all workings).

Criteria	Marks
<ul style="list-style-type: none"> Ascertain/determine from given facts, figures or information the correct answer and comparison for net profit 	3
<ul style="list-style-type: none"> Ascertain/determine from given facts, figures or information the correct answer and comparison for net profit with an error in the calculation 	2
<ul style="list-style-type: none"> Ascertain/determine from given facts, figures or information the correct answer and comparison for net or gross profit with no working comment 	1

Sample Answer:

$$\begin{aligned}
 \text{Gross Profit Ratio} &= \frac{\text{Net Profit}}{\text{Sales}} \times 100 \\
 &= \frac{\$20000}{\$400000} \times 100 \\
 &= 5\%
 \end{aligned}$$

Comment:

Sullivans Auto Parts Pty Ltd generates 5 cents net profit for every \$1 of sale or 5% on sales; which is below the 2013 result of 12 cents net profit for every \$1 of sale or 12% of sales

(d) 4 marks

Recommend ONE cost control and ONE revenue control that can be adopted by Sullivans Auto Parts Pty Ltd. to improve profitability

Criteria	Marks
<ul style="list-style-type: none"> Provides ONE reason in favour for the chosen method of cost controls and ONE reason in favour for the chosen method of revenue control that can be adopted by Sullivans Auto Parts Pty Ltd. to improve profitability 	4
<ul style="list-style-type: none"> Provides ONE reason in favour for the chosen method of cost or revenue controls and sketches in general terms the other 	3
<ul style="list-style-type: none"> Sketches in general terms ONE a method of cost control and ONE a method for revenue control that can be adopted by Sullivans Auto Parts Pty Ltd. to improve profitability 	2
<ul style="list-style-type: none"> Sketches in general terms ONE reason in favour for the chosen method of cost controls or ONE reason in favour for the chosen method of revenue control that can be adopted by Sullivans Auto Parts Pty Ltd. to improve profitability 	1

2014 Trial BS Marking Guidelines

Sample Answer:

Cost controls: Fixed and variable costs

Cost centres

Expense minimisation

Revenue controls: Sales/Marketing objectives

Question 25

Grade	Marks	Description
A	17-20	<ul style="list-style-type: none"> • Demonstrates comprehensive knowledge and understanding related to the question, using relevant terminology, concepts and information provided • Comprehensively analyses the influence of the global market on financial management at EMMPL • Comprehensively provides cause and effect on why CSR is a key concern in operations management at EMMPL • Presents a sustained, logical and cohesive response in the form of a business report
B	13-16	<ul style="list-style-type: none"> • Demonstrates knowledge and understanding related to the question, using relevant terminology, concepts and information provided • Provides some characteristics and features of the influence of the global market on financial management at EMMPL • Provides some characteristics and features on why CSR is a key concern in operations management at EMMPL • Presents a well-organised response in the form of a business report
C	9-12	<ul style="list-style-type: none"> • Demonstrates some knowledge and understanding related to the question using some relevant terminology, concepts and information provided • Recognises some features of the influence of the global market on financial management at EMMPL • Recognises some features on why CSR is a key concern in operations management at EMMPL • Presents a response using features of a business report
D	5-8	<ul style="list-style-type: none"> • Demonstrates limited knowledge and understanding using limited terminology, concepts and information • Provides limited features of the influence of the global market on financial management at EMMPL • Provides very limited features of on why CSR is a key concern in operations management at EMMPL • Includes some features of a business report
E	0-4	<ul style="list-style-type: none"> • Refers to business information • May refer to EMMPL or the influence of the global market on financial management at EMMPL or why CSR is a key concern in operations management at EMMPL • Uses basic terminology

Question 26

Explain the impact of globalisation on marketing management

Grade	Marks	Description
A	17-20	<ul style="list-style-type: none"> • Demonstrates comprehensive knowledge and understanding related to the question • Clearly and accurately relates cause and effect ,of globalisation on marketing management • Comprehensively integrates relevant business case study/studies and contemporary business issues • Communicates using relevant business terminology and concepts • Presents a sustained, logical and cohesive response
B	13-16	<ul style="list-style-type: none"> • Demonstrates knowledge and understanding related to the question • Relates cause and effect ,of globalisation on marketing management • Refers to relevant business case study/studies and contemporary business issues • Communicates using relevant business terminology and concepts • Presents a well-organised response
C	9-12	<ul style="list-style-type: none"> • Demonstrates some knowledge and understanding related to the question using some relevant terminology, concepts and information provided • Recognises some features of the impact of globalisation on marketing management • Presents an organised response using basic terminology
D	5-8	<ul style="list-style-type: none"> • Demonstrates limited knowledge and understanding using limited terminology, concepts and information • Provides limited features of the impact of globalisation on marketing management • Presents a response using basic terminology
E	0-4	<ul style="list-style-type: none"> • Refers to business information • May refer to features of the impact of globalisation on marketing management • Uses basic terminology

Question 27

Examine the advantages of a diverse, culturally competent workforce for a global business

Grade	Marks	Description
A	17-20	<ul style="list-style-type: none"> • Demonstrates comprehensive knowledge and understanding related to the question, using relevant terminology, concepts and information provided • Comprehensively inquires into the advantages of a diverse, culturally competent workforce for a global business • Comprehensively integrates relevant business case study/studies and contemporary business issues • Presents a sustained, logical and cohesive response
B	13-16	<ul style="list-style-type: none"> • Demonstrates knowledge and understanding related to the question, using relevant terminology, concepts and information provided • Provides some characteristics and features of the advantages of diverse, culturally competent workforce for a global business • Integrates relevant business case study/studies and contemporary business issues • Presents a well-organised response
C	9-12	<ul style="list-style-type: none"> • Demonstrates some knowledge and understanding related to the question using some relevant terminology, concepts and information provided • Recognises some features of the advantages of a diverse, culturally competent workforce for a global business • May refer to relevant business case study/studies and contemporary business issues • Presents an organised response
D	5-8	<ul style="list-style-type: none"> • Demonstrates limited knowledge and understanding using limited terminology, concepts and information • Includes some advantages of a diverse, culturally competent workforce for a global business • Provides limited features of the Includes some features of a business report
E	0-4	<ul style="list-style-type: none"> • Refers to business information • May refer to advantages of a diverse, culturally competent workforce for a global business • Uses basic terminology