

# PICTON HIGH SCHOOL

Creating Opportunities Achieving Success



## YEAR 12 BUSINESS STUDIES ASSESSMENT TASK NOTIFICATION

<b>Due Date: Week 7, Term 1- Thursday 14 March</b>	<b>Assessment Name: Marketing Task</b>
<b>Marks: 40</b>	<b>Weighting: 25%</b>

### SYLLABUS OUTCOMES TO BE ASSESSED:

- H4 analyses business functions and processes in large and global businesses
- H8 organises and evaluates information for actual and hypothetical business situations
- H9 communicates business information, issues and concepts in appropriate formats

### DIRECTIVES TO BE ASSESSED:

- Analyse - Identify components and the relationship between them; draw out and relate implications
- Define - State meaning and identify essential qualities
- Describe - Provide characteristics and features
- Explain - Relate cause and effect; make the relationships between things evident; provide why and/or how
- Outline - Sketch in general terms; indicate the main features of

### TASK DESCRIPTION:

- You are required to complete a 50 minute in-class task comprising of short answer questions with marks ranging from 1-10. They will be based on the Marketing HSC topic.

### ASSESSMENT CRITERIA – STUDENT CHECKLIST:

You will be assessed on your ability to:

- use your knowledge and business case studies
- communicate using relevant business terminology and concepts
- complete the task in class, under exam conditions during a Business Studies period without the use of notes.