



YEAR 12 HSC Business Studies

Topic 2 - Marketing

Due Date: Wednesday 27 th of February Week 5	Assessment Name: Marketing task
Mark: /25	Weighting: 25%

SYLLABUS OUTCOMES TO BE ASSESSED:

- H4 analyses business functions and processes in large and global businesses
- H5 explains management strategies and their impact on 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

Explain: Relate cause and effect; make the relationships between things evident; provide why and/or how

TASK DESCRIPTION:

You will be given time to prepare a response to the questions below and then you will complete an in-class essay. The task will occur during a Business Studies period and you will NOT be permitted to use notes. You will need to write an essay based on your research and preparation. You must refer to a case study when answering the question. A case study has been provided but students can also use another case study if they find it appropriate to answer the question (You will be given writing paper for the task on the day).

Questions:

- **Explain** the developing of marketing strategies and their effect on Apple.
- **Analyse** Apple's marketing process and their impacts on business performance.

ASSESSMENT CRITERIA – STUDENT CHECKLIST:

You will be assessed on your ability to:

- Present a coherent and well-structured business style response that clearly communicates using appropriate business terminology and concepts.
- Utilise the case study to address all aspects of the question
- Completed in class, under exam conditions during a business studies period without the use of notes

MARKING GUIDELINES

Guideline	Mark/Grade
<ul style="list-style-type: none"> - Demonstrates a clear and accurate analysis that draws out and relates Apple’s marketing process that shows the impact on their business performance. - Demonstrates a comprehensive use of information that provides extensive knowledge and understanding of developing marketing strategies and their effect on Apple. - Presents a sustained, logical and cohesive business report integrating relevant business terminology and concepts - Applies relevant case study/studies and contemporary business issues 	21 - 25
<ul style="list-style-type: none"> - Demonstrates an accurate why and/or how of Apple’s marketing process and their impact on business performance - Provides information that demonstrates knowledge and understanding of developing marketing strategies and their effect on Apple. - Presents a logical and cohesive business report using relevant business terminology and concepts - Uses relevant case study/studies and contemporary business issues 	16 - 20
<ul style="list-style-type: none"> - Provides characteristics and features of Apple’s marketing process and their impact on business performance - Makes some use of the information that demonstrates some knowledge and understanding of developing marketing strategies and their effect on Apple - Communicates using business terminology and concepts. - May make reference to case study/studies and contemporary business issues. 	11 - 15
<ul style="list-style-type: none"> - Sketches in general terms the causes of Apple’s marketing process that relates to business performance - Sketches in general terms developing marketing strategies and their effect on Apple - Communicates using some business terminology and concepts - May make reference to case study/studies and/or contemporary business issues 	6 - 10
<ul style="list-style-type: none"> - Makes limited reference to Apple’s marketing process and the impact on business - Demonstrates limited knowledge and understanding of Apple’s developing marketing strategies and their effect on the business - May identify case study/studies - Uses limited business terminology 	1 - 5