

# PICTON HIGH SCHOOL

Creating Opportunities Achieving Success



## ASSESSMENT TASK NOTIFICATION

<b>Due Date: Thursday 19th March 2019 Week 8</b>	<b>Assessment Name: Marketing Task</b>
<b>Marks: 25</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:

- Explain - Relate cause and effect; make the relationships between things evident; provide why and/or how
- Analyse - Identify components and the relationship between them; draw out and relate implications

### TASK DESCRIPTION:

- You are required 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.

### Questions:

- **Explain** the development of marketing strategies and their effect on Apple.
- **Analyse** Apple's marketing process and the impact Apple's marketing has had on the performance of the business.

### 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
- present a sustained, logical, well-structured response and cohesive response
- utilise the case study to address all aspects of the question
- complete the task in class, under exam conditions during a Business Studies period without the use of notes.

**2020 HSC Business Studies**  
**Assessment Task 2**  
**Marking Guidelines**

**Question A**

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

**Check your assessment booklet for the PHS Assessment Policy**