



YEAR 12 HSC Business Studies

Operations

Due Date: Tuesday 21st of November, Period 1	Assessment Name: Operations task
Mark: /20	Weighting: 20%

SYLLABUS OUTCOMES TO BE ASSESSED:

- H1 critically analyses the role of business in Australia and globally
- H2 evaluates management strategies in response to changes in internal and external influences
- H5 explains management strategies and their impact on businesses
- H7 plans and conducts investigations into contemporary business issues

DIRECTIVES TO BE ASSESSED:

- Evaluate: Make a judgement based on criteria; determine the value of**
- Explain: Relate cause and effect; make the relationships between things evident; provide why and/or how**

TASK DESCRIPTION:

Your task is to write a BUSINESS REPORT STYLE FORMAT including an EXECUTIVE SUMMARY using the stimulus provided below and further research carried out by yourself on the Industry. Maximum word limit of 1500 words

Samsung Pty Ltd is a manufacturer of mobile phones and tablets, such as Galaxy and Note. Samsung's Australian customers are mostly women and men aged 35 and under who have a high disposable income. The business used mass production in China to produce a high volume phone with the three styles of varying sizes and a tablet. Designs are typically updated once a year. Recently, Samsung has experienced:

- *overstocking due to falling sales*
- *increased rate of customers returning products due to faults and poor workmanship*
- *increased wastage of materials*

Market research has revealed that the target market is willing to purchase a new phone each year, however, they seek a yearly improvement in specifications, design and accessibility.

The board of directors of Samsung have decided to seek the advice of a business consultant about strategies to ensure the business remains competitive.

In your report, **evaluate** the changing internal and external influences on the operations process and **explain** changes to the transformation processes that Samsung could implement in its operations to achieve its marketing and operational objectives in Australia and/or Globally.

ASSESSMENT CRITERIA – STUDENT CHECKLIST:

You will be assessed on your ability to:

- demonstrate knowledge and understanding in the **evaluation** and **explanation** section of the report
- use the stimulus information provided that show the role of business in Australia and/or globally
- communicate using relevant terminology, concepts and contemporary business issues
- present a sustained, logical and cohesive response in the form of a Business Report

MARKING GUIDELINES

Guideline	Mark/Grade
<ul style="list-style-type: none"> - Demonstrates an outstanding and comprehensive judgment to determine value of internal and external influences on the operations processes H2 - Recommends with justification of a range of appropriate changes to transformation process that outstandingly relate a cause and effect that achieves the business objectives H5 - Presents a sustained, logical and well-structured business report and clearly communicates using appropriate business terminology and concepts H7 - Demonstrates detailed knowledge of operations and clearly supported response with reference to the stimulus that shows the role of business in Australia and/or globally H1 	20 - 17
<ul style="list-style-type: none"> - Demonstrates a high level of judgment that determines the influences on operations processes H2 - Recommends with some justification of appropriate changes to operations and makes some recommendations that relate cause and effect to the business objectives H5 - Presents a well-organised Business Report and uses appropriate business terminology and concepts H7 - Demonstrates sound knowledge that makes reference to the stimulus that shows the role of business in Australia and/or globally H1 	12 - 16
<ul style="list-style-type: none"> - Demonstrates a sound judgment of internal and external influences in operations H2 - Describes some changes to operations to a sound level H5 - Presents an organised response and communicates using some business terminology and concepts H7 - Demonstrates some knowledge and may make some reference to the stimulus that shows the role business in Australia and/or globally H1 	6 - 11
<ul style="list-style-type: none"> - Demonstrates a basic judgment of the influences or refers to influences in general terms H2 - Describes or outlines some information about operations H5 - Communicates using some business terminology H7 - Demonstrates limited knowledge and may make limited reference to the stimulus H1 	1 - 5