
NATIONAL
QUALIFICATIONS
2011

BUSINESS
MANAGEMENT
STANDARD GRADE
Credit Level
Practical Abilities Report

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***business@work*—Report**

It is now time to prepare a report to summarise your thoughts on your business.

Your report is split into the following 3 sections.

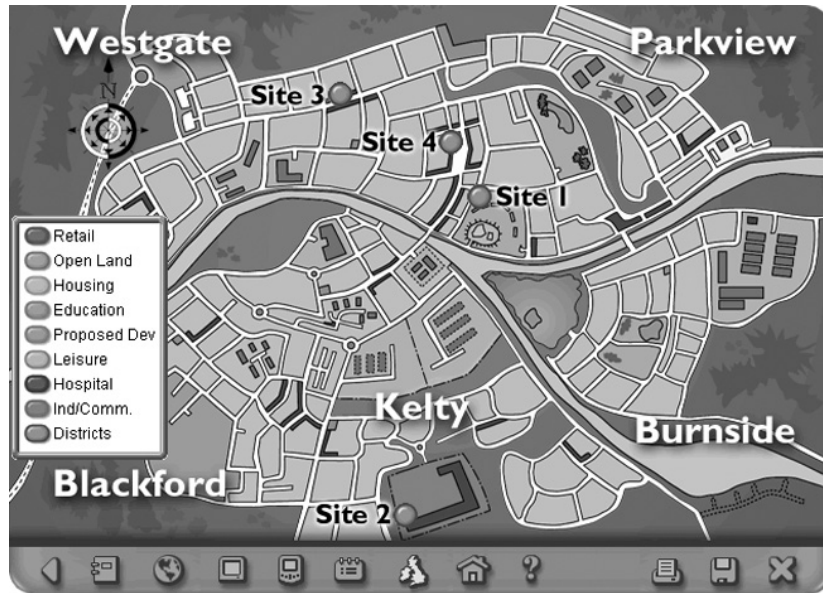
- Section 1 — USING ***business@work***
- Section 2 — LOCATION
- Section 3 — INTO THE FUTURE

Complete your report using the information from the scenario and other course materials.

[Turn over

SECTION 1—USING *business@work*

During *business@work* you will have used the map of Mereside.



1. The image above displays layer 1 of the map of Mereside. Describe 2 other layers contained within this map and explain how each of these were useful. 4

2. The buttons shown below are taken from the map of Mereside.



Select 4 of the buttons you have used during *business@work* and justify how each could help you decide upon a location for your stationery business. 4

3. The **Site Planner** and the **PDA** are useful tools in *business@work*.
- (a) Identify **2** pieces of information contained in the **Site Planner** and explain how each assists you in making your location choice. 4
- (b) While visiting the sites you may have used your **PDA** to store notes on each site. Suggest and justify **2** additional features which could be added to your **PDA** to make it more useful. 4
4. The video clips in *business@work* provide information about the Mereside area from local businesses and institutions.



- (a) Choose **3** video clips and state **one** positive or **one** negative piece of information which would influence your decision to locate in an area. 3
- (b) Justify each of your choices in part (a). 3

[Turn over

SECTION 2—LOCATION

As a sole trader you are responsible for making all the decisions in your stationery business. One of these decisions is where to locate.



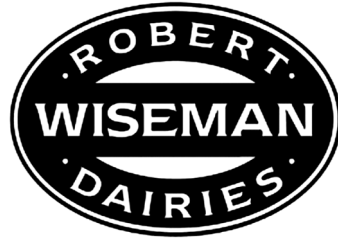
5. (a) Print out the page from *business@work* which shows the site you have chosen for your stationery business. 1
- (b) If your first choice of site was not available suggest and justify a second choice of site. 1
6. In making your location decision you would have used primary, secondary, internal and external information.
- (a) Describe secondary and internal information and give a specific example of each that you used in *business@work*. 4
- (b) In order to make your location decision you required access to good quality information. Discuss the quality of information contained in the Property Centre (overview of Mereside) video clip by using the following headings:
- Accuracy
 - Availability
 - Cost Effective
 - Relevance
 - Complete
-
- 5

7. Print out the page from *business@work* which shows your customers and competitors. From the printout you will notice your “*other sales*” are mail order, Internet sales and retail. Explain reasons how Internet sales may affect your location decision in the future. 3
8. The Government granted you £5,000 to assist you in starting up your business. Suggest 2 other ways the Government could assist you and explain the potential benefits to your stationery business. 4

[Turn over

SECTION 3—INTO THE FUTURE

Read the following article and answer the questions that follow.



Robert Wiseman founded Wiseman Dairies in East Kilbride in 1947.

1981 saw the launch of a new milk produce “Fresh’n’lo”; this was the first semi-skimmed milk in the UK and quickly became a firm family favourite. In 1988 it built its first purpose-built dairy. This allowed it to win its first large contract with a supermarket. Sir Bob Geldof featured in a television advert with the slogan “milk delivers bottle”, it also launched its popular black and white cow skin design on its vehicles.

By the 1990s Robert Wiseman Dairies had grown from strength to strength and was listed on the Stock Exchange. The finance generated from this funded its first dairy in England. It was now able to gain a share of the English milk market. At the end of the 1990s it acquired the milk business from other Scottish dairies increasing its share of the UK market to 12%.

Now in the 21st century Robert Wiseman Dairies has launched yet another product “One” and produces many supermarket own-label milk. Its successful expansion has resulted in it having several depots across the UK with over 4500 employees. It currently supplies more than 1 in every 4 litres of milk consumed in the UK and the Wiseman brand is very strong.

Adapted from *www.wiseman-dairies.co.uk*

9. Robert Wiseman Dairies is a plc. You are a sole trader in your stationery business.

Compare **3** features of a plc with that of a sole trader.

3

10. Robert Wiseman Dairies developed new products to expand its product range.

(a) In the future you may want to introduce a new stationery product. Describe stages you would have to go through before launching your new product.

3

(b) This new product may suffer from declining sales in the future. Describe strategies you could use to extend the life of this product.

3

- 11.** Robert Wiseman Dairies recognises the benefits of having a strong brand.
Explain **3** advantages of branding to your stationery business. **3**
- 12.** Robert Wiseman Dairies grew externally by using horizontal integration.
- (a) Suggest and describe **2** alternative methods of external growth you could use to expand your stationery business. Justify your choice. **6**
- (b) Describe **2** disadvantages to your stationery business of becoming too large. **2**

(60 marks)

[*END OF REPORT*]

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NATIONAL
QUALIFICATIONS
2011

BUSINESS
MANAGEMENT
STANDARD GRADE
Credit Level
Practical Abilities Report
Exemplar answers/Marking guidelines

Notes for Teachers

Important Information

- Important Information has been provided as a separate document and issued to centres by SQA.
- This contains specific information which will assist teachers to support candidates through the project eg highlighting when printouts are required.
- Teachers should read this **before** candidates start *business@work* and their Practical Abilities reports.

Credit level candidates should not write their answers on the question paper. Answers should be word processed or written on separate sheets of paper. Candidates should be issued with the cover sheet provided (*business@work Report*) to preface their answers.

When candidates are asked to reflect on decisions taken during *business@work* their answers should relate to their original decisions. These may differ from one candidate to another.

Teachers should use their professional judgement to award marks based on the exemplar answers and guidelines for marking provided.

If candidates provide answers and justifications which are not included in the exemplar answers/marketing guidelines provided, but are nonetheless valid, teachers should award marks appropriately.

Marks should be allocated according to the exemplar answers/marketing guidelines provided—**half marks must not be awarded**.

Marking guidelines with all amendments clearly shown should be included with the candidate sample for verification.

Teachers should ensure that marks awarded are allocated to answers which are of Credit standard.

***business@work*—Report**

It is now time to prepare a report to summarise your thoughts on your business.

Your report is split into the following 3 sections.

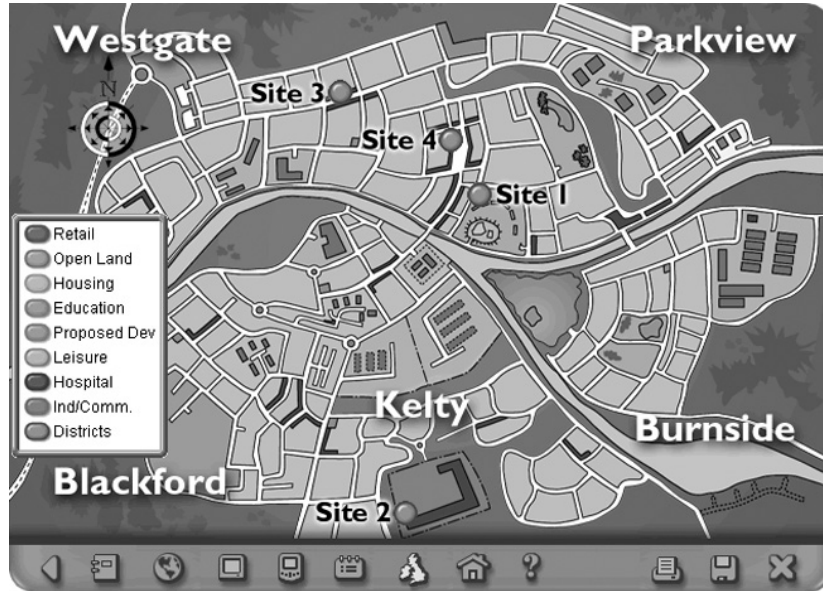
- Section 1 — USING ***business@work***
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Complete your report using the information from the scenario and other course materials.

[Turn over

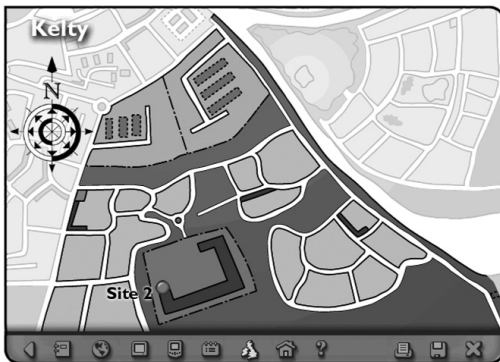
SECTION 1—USING *business@work*

During *business@work* you will have used the map of Mereside.



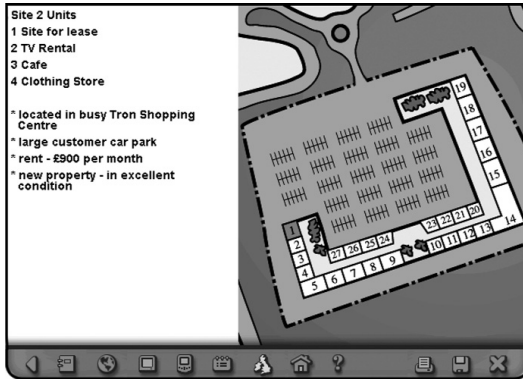
1. The image above displays layer 1 of the map of Mereside. Describe 2 other layers contained within this map and explain how each of these were useful. 4

Layer 2 — a closer view of the individual site. It gives you a view of the district in more detail.

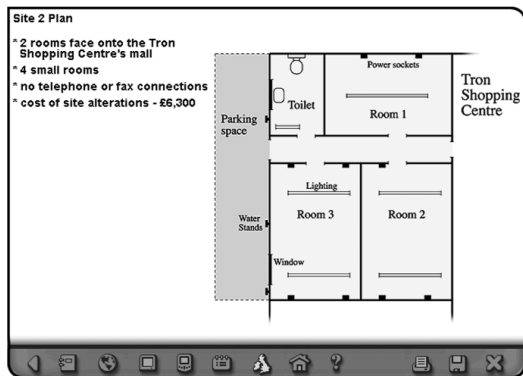


1. (continued)

Layer 3 — a list of the neighbouring units and a bird's eye view of the properties. It allows you to see if there is any competition close by and if the surrounding area was suitable for my business.



Layer 4 — a plan of the layout of the site showing the alteration costs, the facilities on offer as well as the number or rooms it has. It allowed me to see if the layout of the site was suitable for the needs of my business.



[Turn over

2. The buttons shown below are taken from the map of Mereside.



Select **4** of the buttons you have used during *business@work* and justify how each could help you decide upon a location for your stationery business.

4

Proposed Development — in the near future these areas may provide additional customers or competitors to your business. These sites may be a location possibility in the future.

Leisure — they may be a large potential customer and as you do not have a vehicle you may wish to locate close to them.

Open Land — shows where developments may take place in the future.

Retail — shows you the location of existing and potential customers — you may wish to locate close to your customers. It also shows your competitors — you may wish to locate far away from them.

Housing — if housing is very built up, residents may not want industry building up in that area. If you consider the residents to be potential customers then this might mean you can see where your customers are located.

Hospital — a potential customer — you may wish to locate close to them.

Ind/Comm — potential customers and competition. Supplier may be located here too.

Districts — indicates where each site is in relation to other areas.

Education — the educational establishments and their students are potential customers therefore you may wish to locate close to them. In addition, Mereside College may be able to provide training for your staff.

The explanation MUST make reference to the justification.

3. The **Site Planner** and the **PDA** are useful tools in *business@work*.

- (a) Identify 2 pieces of information contained in the **Site Planner** and explain how each assists you in making your location choice.

4

Rent

- *This assisted me when making my location choice as I could not afford to pay high rent when starting up in business for the first time.*

Rent

- *This assisted me when making my location choice as it allowed me to compare the rents of all the available sites.*

Rates

- *This didn't assist me when making my location choice as all the Rates amounts are the same.*

Alteration

- *This assisted me when making my choice as I could not afford to pay the alteration costs in some sites.*

Alterations

- *This assisted me when making my location choice as the higher the alteration cost the less amount of money I had left over to pay for other expenses.*

Loan required

- *This assisted me when making my location choice as some sites were not suitable as the advice given by Marie suggested the loan amount I would need should be between £5000 and £6000.*

1 mark for identification and 1 mark for explanation

[Turn over

3. (continued)

- (b) While visiting the sites you may have used your **PDA** to store notes on each site. Suggest and justify 2 additional features which could be added to your **PDA** to make it more useful.

4

Camera

- *This feature would allow you to take photographs of each site to allow you to remember each site in more detail when deciding upon the most suitable site.*

Internet

- *This feature would allow you to access e-mail messages you have been sent whilst visiting the sites.*
- *This would also allow you to access the Business Works.com without having to use the PC.*

Mobile

- *This feature would allow you to be contacted whilst out of the office.*

Printing

- *This feature would allow you to print out the information in the map, Business Works.com and the notes you have taken whilst visiting the sites.*

Sat Nav

- *This feature would allow you to locate each site with ease as it would provide you with directions.*

Cut & Paste

- *This feature would allow me to transfer information to and from the PDA with ease.*

Memory Card Slot

- *This would allow you to add extra storage space to the PDA.*

Appointments Calendar

- *This feature would remind you of all your meetings.*
- *It would also allow you to slot in additional meetings without the fear of double booking.*

Accept any other relevant suggestion

1 mark per suggestion and 1 mark per justification

4. The video clips in *business@work* provide information about the Mereside area from local businesses and institutions.



- (a) Choose **3** video clips and state **one** positive or **one** negative piece of information which would influence your decision to locate in an area. 3

- *See solution below and on Pages ten and eleven*

- (b) Justify each of your choices in part (a). 3

Property Centre — Negative

- *Property in Burnside is very expensive — may not be able to afford property in this area.*
- *Much of the area in Blackford is derelict — it might create the wrong image if you locate there. In addition since the area is derelict it may not attract customers.*

Property Centre — Positive

- *Westgate stretches from Market Square to the motorway — this would allow my stationery shop to be easily accessed by customers and suppliers.*
- *Parkview properties are very reasonably priced — as this is my first business I have limited finances and a reasonably priced property would help keep my costs low.*
- *Kelty includes a shopping centre and an industrial estate — both the shopping centre and the industrial estate would provide me with large pools of potential customers.*
- *Kelty housing has attracted many families — the children within these families would require stationery for their children attending school.*

4. (continued)

Market Square — Negative

- *The buildings are very old — might not be suitable for your business as a high amount of maintenance work may have to be done.*
- *Is a very popular area — so property rarely becomes available. In addition there may be competition for any site that does arise because of its popularity.*

Market Square — Positive

- *The building is overlooked by the castle (Bell Tower is popular with tourists) — tourists would be looking for souvenirs, my stationery business could provide souvenirs in the form of stationery/postcards.*
- *Market Square is popular with shoppers — if the area is popular with shoppers I may gain lots of customers who are passing by.*

Mereside Traffic Department — Negative Only

- *Major traffic congestion on the approach to the Ford Bridge and the bridge itself — this might make it hard for our suppliers to deliver to us and may put off customers who are unhappy with the congestion.*
- *Proposed one-way system — may change the flow of traffic and take drivers (customers) away from the area.*

Mereside Information Centre — Positive Only

- *Castle is open all year round — the tourists visiting the castle would provide me with a large group of potential customers which would ensure my shop would receive sales all year round outwith my busy periods.*

Mereside Auctioneers — Negative

- *On market days the congestion problem around the Ford Bridge becomes worse — this might make the area less attractive and put customers off shopping in the area.*
- *There is limited parking around the market — if you locate in this area, lack of parking may put customers off from shopping in the area.*

Mereside Auctioneers — Positive

- *Bridgend Market is a magnet for small travelling traders — this would provide my business with additional potential customers who were not locals.*
- *Bridgend Market is busy all week round (different events run every day of the week) — this would ensure my business had a steady supply of customers every day of the week.*

4. (continued)

Chamber of Commerce — Positive Only

- *The Tron Shopping Centre has parking for over 1000 cars — this would ensure my customers always found it easy to park and therefore access my stationery business.*
- *The Tron Shopping Centre has many well known retail outlets which makes the centre popular with shoppers from miles around — this would allow my stationery business to receive additional customers apart from the locals.*
- *The Riverside Industrial Estate which contains many well established small businesses — the small businesses could be additional fixed term contracts.*
- *The Riverside Industrial Estate has two thriving businesses (Cashil's and Glendales) — Glendales is your supplier, locating close to them may save you large amounts in delivery costs.*
- *Cairn Business Park occupies the head office of Mereside Council, K L Insurances and Crighton Builders — the 3 organisations mentioned could be very large potential customers for your stationery business.*

Mereside Further Education — Positive

- *A very popular college, most of their courses are over-subscribed — locating next to the College would allow me to gain students as my customers.*

[Turn over

SECTION 2—LOCATION

As a sole trader you are responsible for making all the decisions in your stationery business. One of these decisions is where to locate.



5. (a) Print out the page from *business@work* which shows the site you have chosen for your stationery business. 1

Print out from Player’s Workbook

- (b) If your first choice of site was not available suggest and justify a second choice of site. 1

If Site 1 was chosen

Site 2

- *Large amount of potential customers could be gained from Tron Shopping Centre.*
- *A large customer car park is available therefore customers will find it easy to access your business.*
- *It is a new property so there is a high chance very few repairs will have to be done in the future.*
- *Less alterations have to be made in Site 2 in comparison to Site 1.*
- *The loan amount required for this Site is less than the recommended amount given by Marie.*

5. (b) (continued)

Site 3

- *The Site is close to the town centre so a large amount of potential customers may be passing by your shop.*
- *Your supplier is extremely close to your business.*
- *Cashil's is a large potential business customer to your business therefore locating here is highly suitable as you do not have a delivery vehicle.*
- *The Site is close to the College therefore students may purchase their stationery from your business.*

Site 4

- *This Site had the lowest amount to be spent on altering the site to meet your needs. This is due to the property being recently renovated.*
- *The Mereside Property Centre and the Insurance Offices are potential customers.*
- *Properties in this area do not become available often — this suggests businesses in this area generally do well.*
- *The Site is located in a prime site therefore a large amount of potential customers may be passing by your business.*

If Site 2 was chosen

Site 1

- *A large customer car park is available therefore customers will find it easy to access your business.*
- *The area is visited by many tourists therefore a large amount of potential customers may be gained.*
- *Close to a range of well-established businesses — these businesses will have regular customers who may also begin to purchase from your business.*
- *The Site is located in a town centre within a shopping centre therefore a large amount of potential customers may be passing by your shop.*
- *Site 1 has the cheapest rent out of all the sites available*
- *The loan required is within the boundaries. Marie suggested your loan should be between.*

Site 3

- *The Site is close to the town centre so a large amount of potential customers may be passing by your shop.*
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If Site 3 was chosen

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- *Properties in this area do not become available often — this suggests businesses in this area generally do well.*
- *The Site is located in a prime site therefore a large amount of potential customers may be passing by your business.*

5. (b) (continued)

If Site 4 was chosen

Site 1

- *A large customer car park is available therefore customers will find it easy to access your business.*
- *The area is visited by many tourists therefore a large amount of potential customers may be gained.*
- *Close to a range of well-established businesses — these businesses will have regular customers who may also begin to purchase from your business.*
- *The Site is located in a town centre within a shopping centre therefore a large amount of potential customers may be passing by your shop.*
- *Site 1 has the cheapest rent out of all the sites available.*
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- *The Site is close to the College therefore students may purchase their stationery from your business.*

A mark is given for the justification only

[Turn over

6. In making your location decision you would have used primary, secondary, internal and external information.

- (a) Describe secondary and internal information and give a specific example of each that you used in **business@work**.

4

Secondary Information — information which is gathered for one purpose and used for another purpose

For example — information from Business Works.com (Internet), video clips or the map

Internal Information — information which has been taken from inside the organisation

For example — Trading, Profit and Loss Account, Balance Sheet, Cash Budget, Business Plan or information from Marie in the Start-up File.

1 mark per description (2 marks available for description)

1 mark per example (2 marks available for examples)

6. (continued)

(b) In order to make your location decision you required access to good quality information. Discuss the quality of information contained in the Property Centre (overview of Mereside) video clip by using the following headings:

- Accuracy
- Availability
- Cost Effective
- Relevance
- Complete



5

Accuracy — since you did not collect the information yourself you cannot verify that the information is correct. As a result the video clip may be inaccurate and not of good quality.

Availability — the information is readily available as you can access the video clip at any time. As a result the video clip is of good quality

Cost Effective — since the video clip is free of charge and the information within it is relevant to your location decision the video clip is very cost effective.

Relevance — the information given in the video clip is all about the area of Mereside. As this is the area you wish to locate your business in the video clip is relevant.

Complete — the video clip on its own is not enough to enable you to make an informed location decision. It does not contain, for example, information on the costs of each of the sites or information on the floor plans. As a result the video clip is of poor quality.

Candidates must discuss each of the headings given to gain full marks.

[Turn over

7. Print out the page from *business@work* which shows your customers and competitors. From the printout you will notice your “*other sales*” are mail order, Internet sales and retail. Explain reasons how internet sales may affect your location decision in the future.

3

- *Printout from Start-up File on Customers and Competition.*
- *It is no longer important for you to consider your customers location.*
- *It is no longer important to spend large amounts of money on a retail outlet.*
- *You no longer have to locate in an area which has large amounts of parking for your customers/employees.*
- *It is not as important for you to locate close to a large supply of labour as you will not require as many.*
- *You no longer have to consider the distance between you and your competitors as you no longer compete for your local market as you now have a global market.*

1 mark for printout

1 mark per reason (2 marks available)

8. The Government granted you £5,000 to assist you in starting up your business. Suggest 2 other ways the Government could assist you and explain the potential benefits to your stationery business.

4

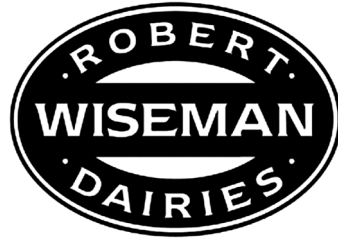
- *Providing advice on finance/location/legal aspects/marketing/recruitment/exporting*
- *Providing a loan*
- *Reduced rent/rates*
- *Help you locate/provide training*
- *Lower cost interest rates than a bank*
- *Reduced the monthly expenses of your business*
- *Less expenses as you do not have to pay for training (reduced rate)*
- *Helps to prevent you making poor decisions*

1 mark per suggestion (2 marks available)

1 mark per benefit (2 marks available)

SECTION 3—INTO THE FUTURE

Read the following article and answer the questions that follow.



Robert Wiseman founded Wiseman Dairies in East Kilbride in 1947.

1981 saw the launch of a new milk produce “Fresh’n’lo”; this was the first semi-skimmed milk in the UK and quickly became a firm family favourite. In 1988 it built its first purpose-built dairy. This allowed it to win its first large contract with a supermarket. Sir Bob Geldof featured in a television advert with the slogan “milk delivers bottle”, it also launched its popular black and white cow skin design on its vehicles.

By the 1990s Robert Wiseman Dairies had grown from strength to strength and was listed on the Stock Exchange. The finance generated from this funded its first dairy in England. It was now able to gain a share of the English milk market. At the end of the 1990s it acquired the milk business from other Scottish dairies increasing its share of the UK market to 12%.

Now in the 21st century Robert Wiseman Dairies has launched yet another product “One” and produces many supermarket own-label milk. Its successful expansion has resulted in its having several depots across the UK with over 4,500 employees. It currently supplies more than 1 in every 4 litres of milk consumed in the UK and the Wiseman brand is very strong.

Adapted from www.wiseman-dairies.co.uk

9. Robert Wiseman Dairies is a plc. You are a sole trader in your stationery business.

Compare 3 features of a plc with that of a sole trader.

3

- *A sole trader is owned by one person whereas a plc is owned by shareholders all over the world.*
- *A sole trader has unlimited liability whereas a plc has limited liability.*
- *A sole trader is simple to set up whereas a plc has high set up costs*
- *The sole trader makes all decisions and is in complete control of all decisions whereas a plc loses control as a Board of Directors make all the decisions.*
- *A sole trader finds it difficult to raise finance whereas a plc finds it easy to raise finance.*
- *A sole trader can keep its finances private whereas a plc must publish its accounts annually.*

Candidates must compare to gain a mark — 1 mark per comparison

10. Robert Wiseman Dairies developed new products to expand its product range.

(a) In the future you may want to introduce a new stationery product. Describe stages you would have to go through before launching your new product. 3

- *Market research gathered to determine consumer demand.*
- *Brainstorming by company to come up with ideas.*
- *Prototype created to test ideas.*
- *Product testing carried out to highlight possible problems.*
- *Test marketing to gather consumer opinion.*
- *Modifications made to prototype.*
- *Marketing campaign decided upon — marketing mix.*
- *Spotting a gap in the market.*
- *Obtaining finance.*
- *Product launched.*
- *Research and development.*

1 mark per description — order is irrelevant

(b) This new product may suffer from declining sales in the future. Describe strategies you could use to extend the life of this product. 3

Product

- *Change the name of the product.*
- *Change the packaging of the product.*
- *Change the design of the product.*
- *Produce product in different colour.*

Price

- *Reduce the price of the product.*

Place

- *Sell product on TV.*
- *Sell products in Trade Magazines.*
- *Internet sales are NOT acceptable as mail order is already used by your stationery business.*

Promotion

- *Buy one get one free*
- *Celebrity endorsement*
- *Competitions*
- *Special offers, eg 10% off*
- *Free gifts*
- *Bulk buying discounts*

Maximum of 2 marks per “P”

Candidates MUST describe

Any other reasonable answer

11. Robert Wiseman Dairies recognises the benefits of having a strong brand.

Explain 3 advantages of branding to your stationery business.

3

- *Creates good image of company*
- *Brand loyalty*
- *Less need for advertising*
- *Association with quality*
- *Ability to charge higher prices*
- *Enables new products to be introduced easily*
- *Increases sales/profits (1 mark only)*

12. Robert Wiseman Dairies grew externally by using horizontal integration.

(a) Suggest and describe 2 alternative methods of external growth you could use to expand your stationery business. Justify your choice.

6

Vertical Integration — Backward

- *When a business merges or takes over another business at the previous stage of production.*
- *Would allow you to control your supplies, ensuring your supplies arrive on time.*
- *Would allow you to increase your profits as you have cut out the middle man.*

Vertical Integration — Forward

- *When a business merges or takes over another business at the next stage of production.*
- *Ensure your products are delivered on time to the customer.*

Conglomerate

- *When a business merges or takes over another business which produces a completely different product.*
- *Would allow you to spread the risk.*
- *Increase profits.*

1 mark per suggestion (2 marks available).

1 mark per description (2 marks available).

1 mark per justification (2 marks available).

(b) Describe 2 disadvantages to your stationery business of becoming too large.

2

- *Poor communication*
- *Duplication of effort*
- *Duplication of resources*
- *Unresponsive to change*
- *Slow decision making*

Any other reasonable answer

(60 marks)

[END OF EXEMPLAR ANSWER/MARKING GUIDELINES]

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business@work ***Report***

Pupil name _____

Business name _____



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STANDARD GRADE BUSINESS MANAGEMENT PRACTICAL ABILITIES—2011

IMPORTANT INFORMATION

Guidelines for all levels of Practical Abilities Reports

- 1 **All candidates** must experience decision 11 ie “Running their business”. The decisions made prior to this are planning decisions which build up to running the business.
- 2 All candidates should have access to their written report **as they work through** the *business@work* **TO DO** list.
- 3 Please ensure that each pupil is being presented at the most appropriate level.
- 4 Candidates are asked to reflect on decisions taken during *business@work*. Candidates’ answers should relate to their original decisions. These may differ from one candidate to another.
- 5 In addition to information contained within *business@work* candidates can refer to other course notes.
- 6 Credit level candidates should not write their answers on the question paper. Answers should be written in ink or word processed on separate sheets of paper. Foundation and General level candidates should use the workbook provided by SQA to complete their reports.

Guidelines for assessing

- 1 Marks should be allocated according to the exemplar answers/marking guidelines provided. **No half marks must be awarded.**
- 2 Teachers are encouraged to analyse carefully all pupil answers, particularly at Credit level, to ensure marks awarded are warranted at this level.
- 3 Teachers should use their professional judgement to award marks based on the exemplar answers and guidelines for marking provided.
- 4 If candidates provide answers and justifications which are not included in the exemplar answers provided, but are nonetheless valid, teachers should award marks appropriately.
- 5 Exemplar answers/marking guidelines with all amendments clearly shown should be included with the candidate sample for verification.

SPECIFIC INFORMATION (FOUNDATION/GENERAL/CREDIT LEVEL REPORTS)

| Report | Printouts required | Specific information |
|---------------|---|--|
| F | Section 1—Question 5(a) requires a printout from the Business Works.com Internet site showing the page Site/Choosing a Location. | It is recommended that candidates have access to the Foundation Report issued by SQA as they work through the TO DO list. |
| | Section 2—Question 9(a) requires a printout from Start-up File showing available Sources of Finance. | |
| G | Section 2—Question 5(a) requires a printout from the Business Works.com Internet site showing the page about the main commercial and industrial employers. | It is recommended that candidates have access to the General Report issued by SQA as they work through the TO DO list. |
| | Section 2—Question 5(c) requires the candidate to print a page from the Player's Workbook showing your choice of site. | |
| C | Section 2—Question 5(a) requires a printout from business@work showing the site you have chosen for your stationery business. | It is recommended that candidates have access to the Credit Report issued by SQA as they work through the TO DO list. |
| | Section 2—Question 7 requires a printout from business@work showing your customers and competitors. | |

[END OF IMPORTANT INFORMATION]

National Qualifications 2011

Standard Grade Business Management—Practical Abilities

Notes to Teachers on Internal Assessment and Completion of Internal Assessment Flyleaf

1 General

Reference should be made to Section 6.7 *Internal Assessment of Practical Abilities* in the Arrangements in Business Management issued in 1998.

2 The Report

Every candidate should be issued with a set of tasks at the appropriate Level to enable them to complete a Report for Practical Abilities Assessment.

Candidates should be familiar with the *business@work* simulation (Stationery Scenario) issued on CD ROM 1.1 (or updated CD ROM 2.1) previously by the Scottish Qualifications Authority.

To complete the tasks candidates may access:

- the *business@work* simulation
- their own Player's Workbook (produced by *business@work* during the familiarisation process)
- other course materials.

Remind candidates that:

- all work submitted must be their own. (If it is established that the work of another candidate has been submitted as their own, SQA may cancel awards in all their subjects.)
- requests for teacher assistance, if excessive, may reduce the grade awarded for the work. (Teachers should distinguish between clarification and assistance—see paragraph 6.7.1 of the Arrangements.)

No work or material may be taken out of the centre.

3 Assessment

Assess each report and record the marks on **Internal Assessment Flyleaf** for each candidate concerned in accordance with paragraph 6.7.2 of the Arrangements.

The following table shows the relationship between marks and grades.

| Percentage of available marks | Foundation Level | | General Level | | Credit Level | |
|-------------------------------|------------------|---|---------------|----|--------------|----|
| | 45–60 | 5 | 45–60 | 3 | 45–60 | 1 |
| 75–100 | 45–60 | 5 | 45–60 | 3 | 45–60 | 1 |
| 50–74 | 30–44 | 6 | 30–44 | 4 | 30–44 | 2 |
| 40–49 | 24–29 | 7 | 24–29 | 5 | 24–29 | 3 |
| 0–39 | 0–23 | 7 | 0–23 | 7* | 0–23 | 7* |

*** Grades 6 and 4 are not available at General and Credit Levels respectively. Candidates who do not complete the TO DO list should be awarded a grade 7.**

Enter the final grade for each candidate in the appropriate box on the front page of **Internal Assessment Flyleaf**.

Teachers should note that:

- a the completed **Internal Assessment Flyleaf** for each candidate
- b the completed *business@work* Report for each candidate
- c a printout of a class list with passwords*
- d a printout of each candidate's TO DO list*
- e any other printouts required by the F, G and C Reports
- f a copy of exemplar answers/marketing guidelines with any additions made

will be required for central verification.

In early March 2011, Forms SGER 00 will be issued for the recording and submission of the final grades to SQA. Appropriate returns must be submitted by the due date.

If any candidate experiences technical difficulties as a result of using the CD ROM, this must be documented **at the time** in the event that SQA might request such information prior to Central Verification.

* Teachers should refer to the *business@work* User Guide issued to centres with the CD for further information on how to carry out printouts.

Teachers should refer to the document *Important Information* for further information relating to the F, G and C Reports.