F

NATIONAL QUALIFICATIONS 2011 BUSINESS MANAGEMENT STANDARD GRADE Foundation Level Practical Abilities Report



business@work Report
Pupil name Business name
About your business Running Diffice Demo

business@work-Report

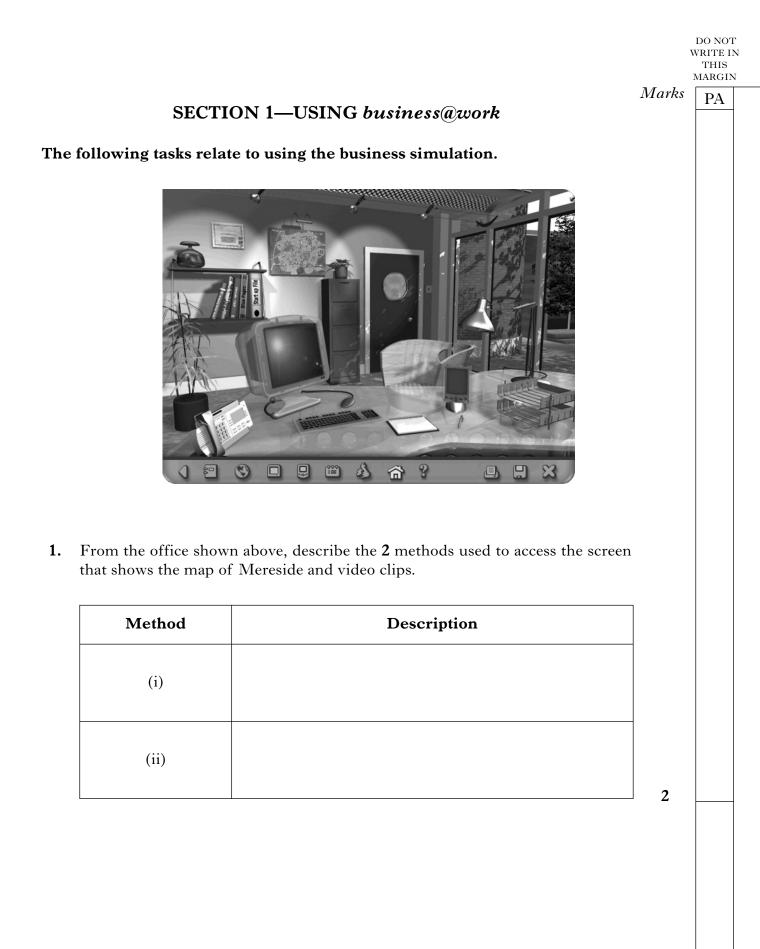
It is now time to prepare a report to summarise your thoughts on your business.

Your report is split into the following 3 sections.

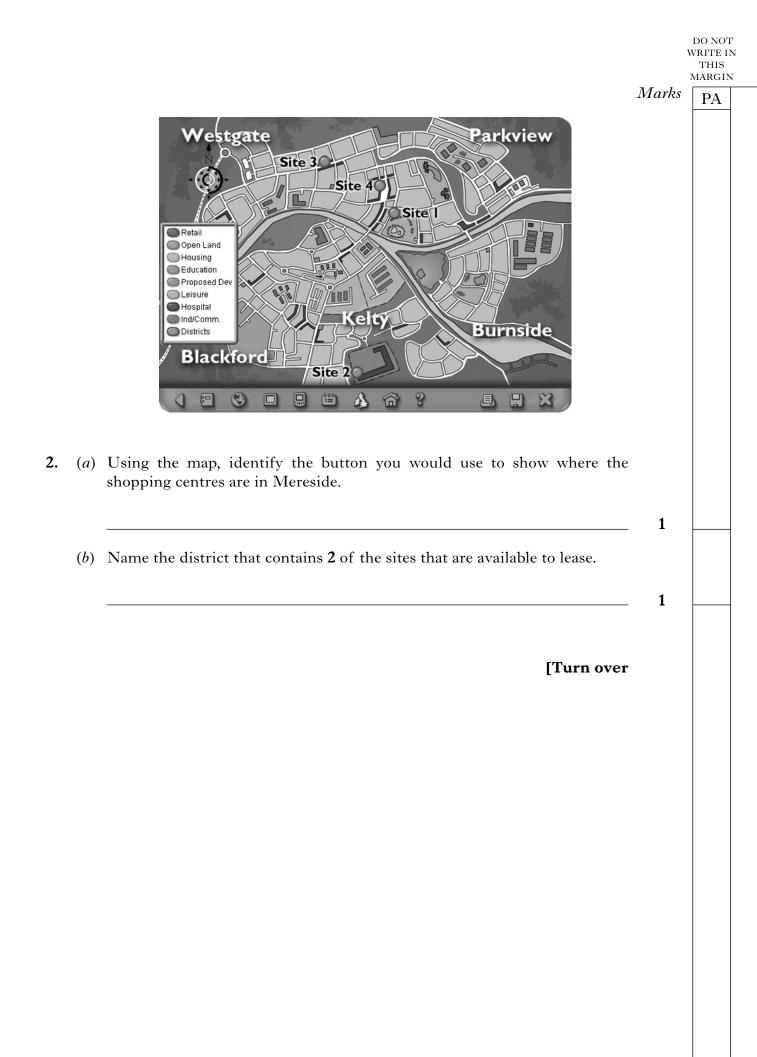
- Section 1—USING *business@work*
- Section 2—LOCATION
- Section 3—EXPANSION

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

[Turn over

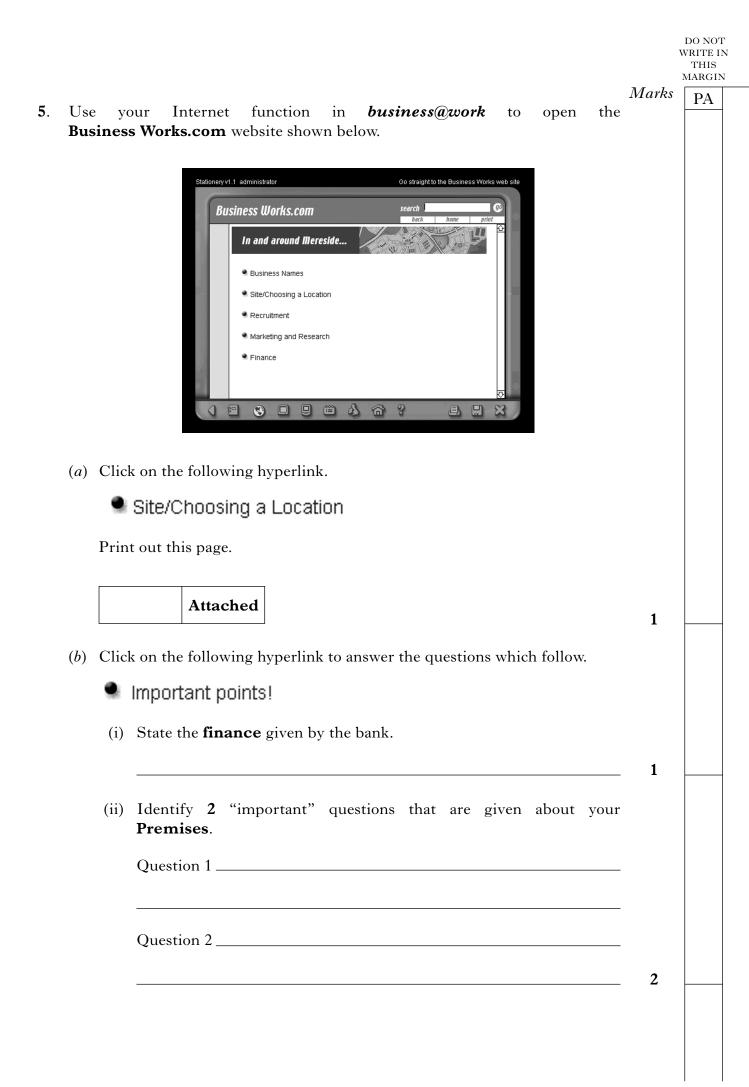


Page four



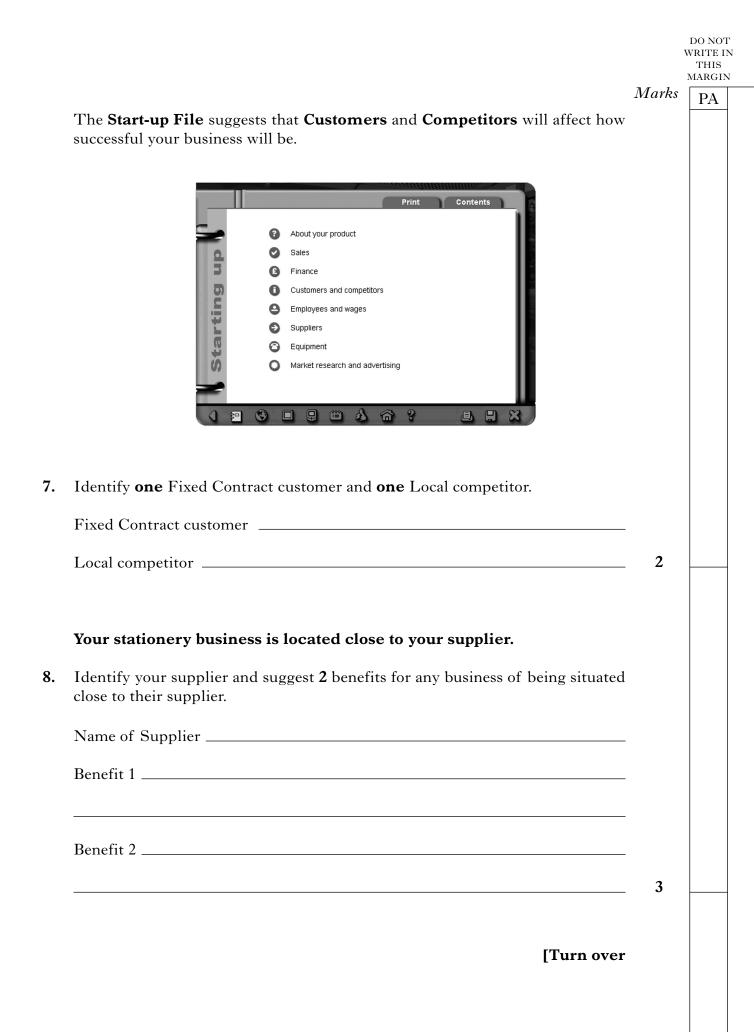
DO NOT WRITE IN THIS MARGIN Marks PA Question 3 refers to the screen as shown below. Stationery v1.1 administrator Mereside Transport Department (Traffic situation) A Mereside Information Centre (Market Square) Mereside Further Education College (The College) Mereside Information Centre (The Castle) Mereside Auctioneers (Bridgend Market) 9 С B 8 X 智 ۲ ******* Å 8 0 Three of the headings have been removed. Complete the table below. 3. Label Heading Α В С 3

DO NOT WRITE IN THIS MARGIN Marks PA 4. View the video clips below to answer the questions which will help you run business@work. *(a)* Mereside Transport Department (Traffic situation) State the action that is being considered to solve the delays on market day. 1 *(b)* Mereside Information Centre (Market Square) Suggest a reason why property in Market Square does not remain empty for long. 1 *(c)* **Mereside Information Centre** (The Castle) Suggest a reason why the castle is a popular stopping off place for tourists. 1 (d)**Mereside Further Education** College (The College Suggest a reason why college courses are over-subscribed. 1 *(e)* Mereside Auctioneers (Bridgend Market) Suggest a disadvantage of Bridgend Market. 1



				DO NOT WRITE II THIS MARGIN	N
5.	(continu	ied)	Marks	PA	
	(c) Clic				
		About the districts/area in Mereside. Information about Mereside.			
	(i)	State the number of residential properties for sale in Mereside.			
			1		
	(ii)	Name the district where properties are expensive and privately owned.			
			1		
	(iii)	State the number of high-rise blocks in Blackford which are due for demolition.			
			1		
	(iv)	Name the district which includes the shopping centre.			
			1		
		[Turn over			

	SECTION	N 2-LOCATION		Marks	MARO PA
		is very important. Use swer questions 6, 7, 8 a	e the Site Planner and nd 9.		
When vis	iting the 4 sites and vie	ewing the floor plans, th	is screen appears.		
	lis a 🕓 been t	rk ation about this site has now transferred to your Site planner u to view.	11		
(a) Use t	the Site Planner to con Rent	Alteration Cost	4 sites. Loan		
1	£625	£	£		
2	£	£6,300	£		
3	£	£,14,300	£12,750		
4	£1,100	£	£3,150	6	
	inance section of the within a particular rar		suggested that the loan		
should be	tify the site which show	vs the loan within this r	ange.	1	



9.	The	ne Start-up File states that you have 3 Sources of Finance available to	Aarks.	DO NOT WRITE IN THIS MARGIN
	you	u.		
	(<i>a</i>)	Print out the page from the Start-up File that displays this information.		
		Attached	1	
	(<i>b</i>)	Identify these sources. The first one has been done for you.		
		Source 1 Loan		
		Source 2		
		Source 3	2	
	(<i>c</i>)	Suggest one other source of finance available to your stationery business.		
			1	
10.		om the list below, tick (\checkmark) the 3 best reasons for choosing a location for a tionery business. Tick (\checkmark) 3 boxes		
	G	Bood infrastructure		
		'he highest rent		

3

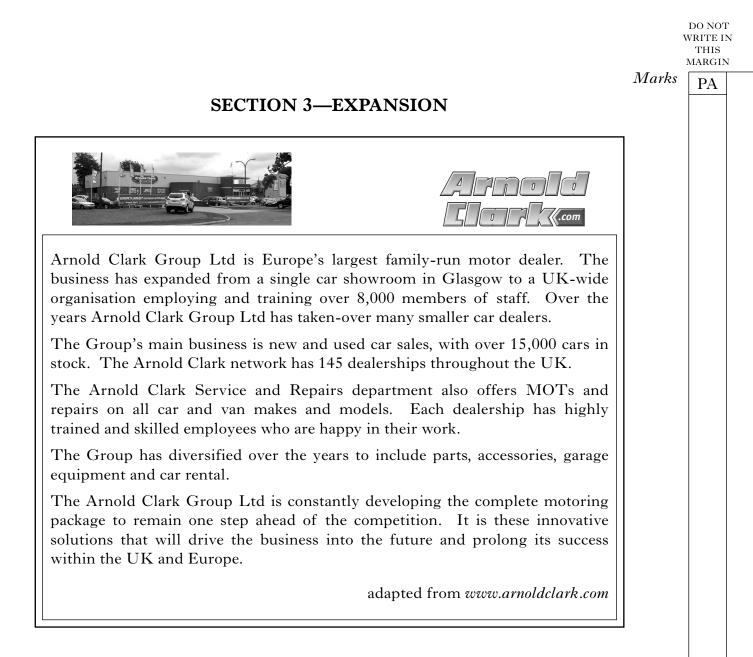
A modern building with low alteration costs

Your employees can easily get to work

can keep costs down

A run-down, derelict area

No car parking for customers



11. From the article, match each statement with the appropriate words/phrase in the table below.

Statement
The company is a Private Limited Company
The company operates nationally
The company provides services to customers
The staff are taught how to work to the best standards
The company provides products to customers

Text from article	e
-------------------	---

"Arnold Clark network has 145 dealerships throughout the UK"

"Each dealership has highly trained and skilled employees"

"The Group's main business is new and used car sales"

"Arnold Clark Group Ltd"

"also offers MOTs and repairs"

WRITE IN THIS MARGIN

DO NOT

Marks PA

Arnold Clark Group Ltd is a UK-wide organisation. Your stationery business has one store.

12. Answer True (T) or False (F) for the following statements about the size of a business.

Statement	True (T) or False (F)
A large business will usually have a large number of employees.	
A small business will usually be a Public Limited Company (plc).	
A large business will usually have many outlets and have hundreds of employees.	
A small business will be known throughout the country and sell millions of products/services.	

4

The training of 8,000 workers at Arnold Clark Group Ltd is organised by their Human Resources Department.

13. Describe a possible activity/task for each of the other **3** functional areas in your stationery business.

Functional Area	Activity/Task
Marketing	
Finance	
Operations	

3

			DO NOT WRITE IN THIS
		Marks	MARGIN PA
	e of the reasons why people want to work for Arnold Clark Group Ltd is satisfaction (they enjoy working there).		
14.	Suggest 2 other reasons why someone would want to work in your stationery business.		
	Reason to work 1		
	Reason to work 2		
		2	
	ver the years Arnold Clark Group Ltd has taken-over many smaller car llers."		
15.	Describe 2 reasons why taking over another organisation would benefit your stationery business.		
	Reason 1		
	Reason 2		
		2	
Arn	old Clark Group Ltd sells its goods in dealerships/showrooms/outlets.		
16.	Suggest one other way that you can sell your stationery sets.		
		1	
	[Turn over for Question 17 on Page sixteen		

	ceed	Clark Group Ltd faces competition. If your stationery business is to it must compete with other similar businesses.	Marks	DO NOT WRITE IN THIS MARGIN
17.		Customers always want the best/poorest quality product.	1	
	(b)	Customers think that a high price means a low/high quality product.	-	
	(<i>c</i>)	If my competitor reduces their price below my price, I will expect my product to sell more/less .	1	
	(d)	Using new technology will make my products more/less competitive.	1	
		(60 m	arks)	

[END OF REPORT]

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NATIONAL QUALIFICATIONS 2011 BUSINESS MANAGEMENT STANDARD GRADE Foundation Level Practical Abilities Report Exemplar answers/Marking guidelines



business@work Report
Pupil name Business name
About your business Running Diffice Demo

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.

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/marking guidelines provided, but are nonetheless valid, teachers should award marks appropriately.

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

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

Candidates should respond to the questions in their report using the Foundation level booklet provided.

[Turn over

business@work—Report

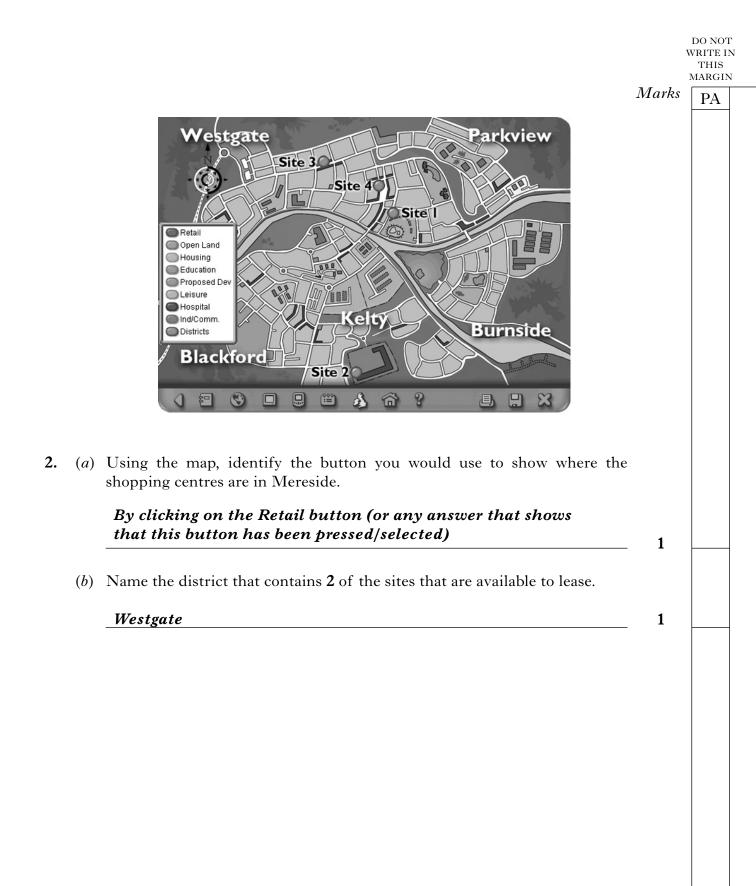
It is now time to prepare a report to summarise your thoughts on your business.

Your report is split into the following 3 sections.

- Section 1—USING *business@work*
- Section 2—LOCATION
- Section 3—EXPANSION

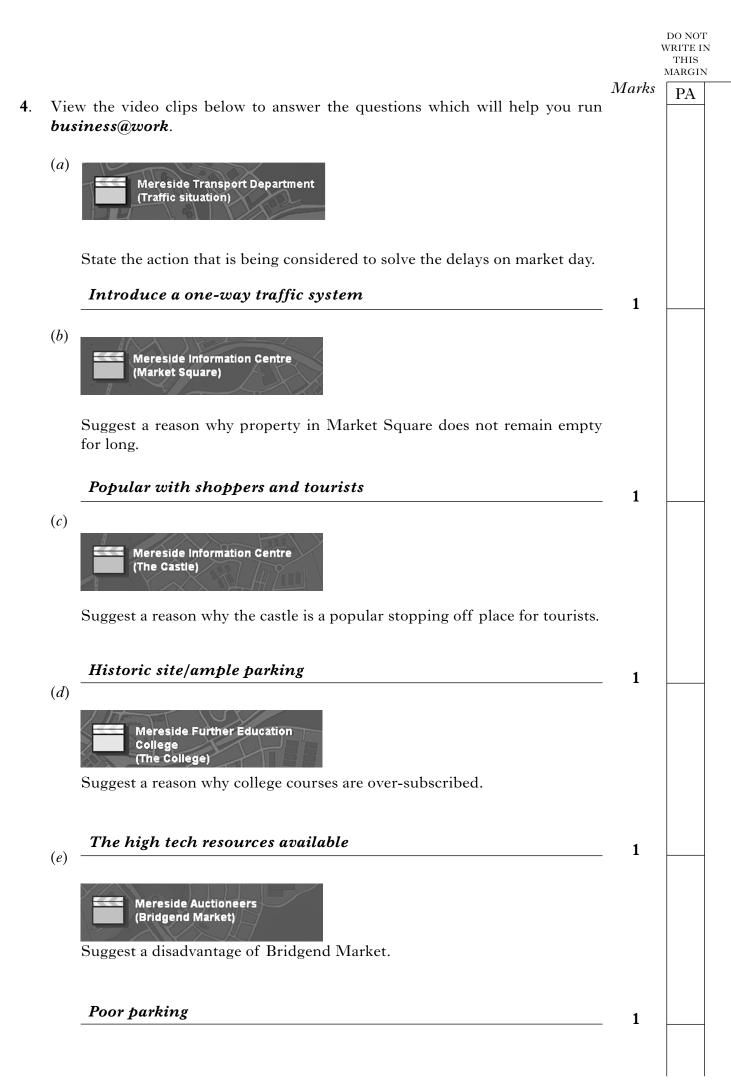
Complete your report using the information from the scenario and other course materials.

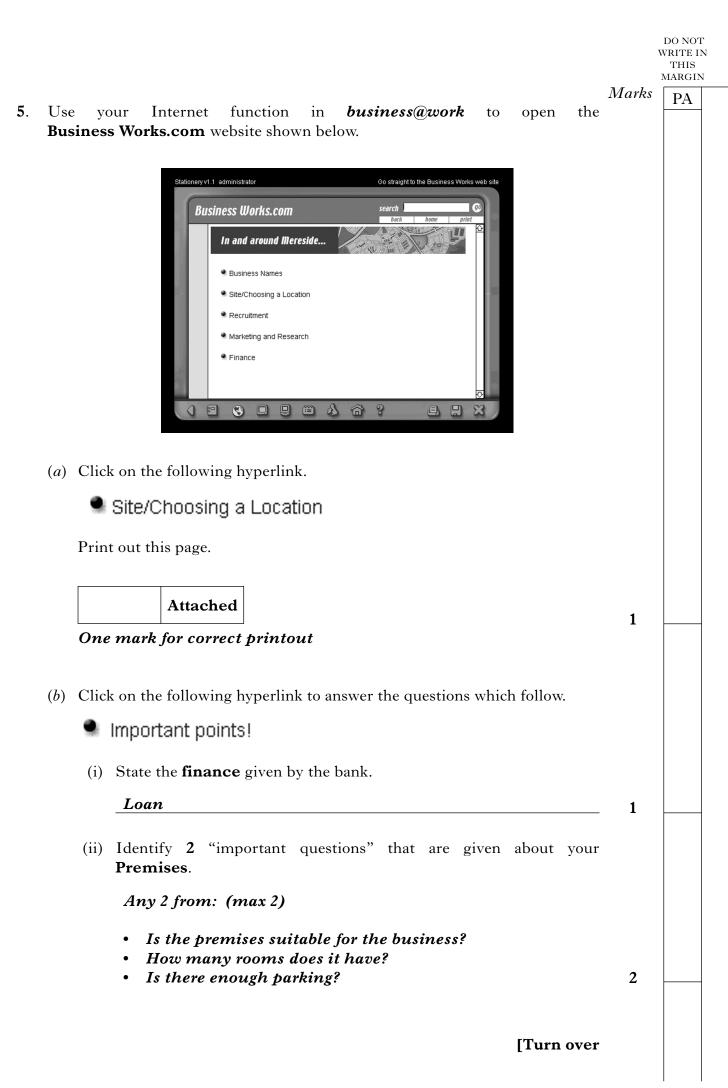
			DO NOT WRITE IN THIS
	SFC	Mark FION 1—USING business@work	ARGIN RS PA
The follo		late to using the business simulation.	
	Method	Description	
	(i)	Click on the map on the wall of the office	
	(ii)	Click on the map icon on the toolbar	
		[Turn over	



DO NOT WRITE IN THIS MARGIN Marks PA Question 3 refers to the screen as shown below. Stationery v1.1 administrator Mereside Transport Department (Traffic situation) A Mereside Information Centre (Market Square) **Mereside Further Education** College (The College) Mereside Information Centre (The Castle) Mereside Auctioneers (Bridgend Market) 11 С B 8 X ۲ ******* Å 0 智 3. Three of the headings have been removed. Complete the table below. Label Heading Α Property Centre (overview of Mereside) Chamber of Commerce (types of businesses in В Mereside) С Мар 3

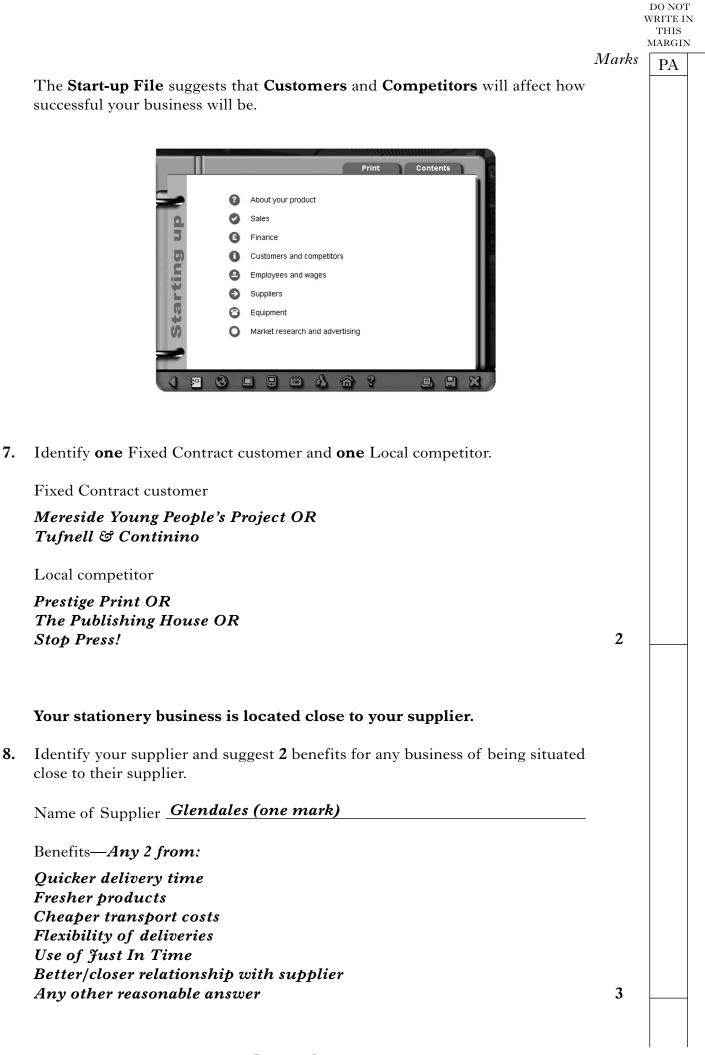
[Turn over





				DO NOT WRITE IN
				THIS MARGIN
5.	(continu	ad)	Marks	PA
5.	(continu			
	(c) Click on th	to return to the Location screen and then click the following hyperlink to answer the questions which follow.		
		About the districts/area in Mereside. Information about Mereside.		
	(i)	State the number of residential properties for sale in Mereside.		
		60	1	
	(ii)	Name the district where properties are expensive and privately owned.		
		Burnside	1	
	(iii)	State the number of high-rise blocks in Blackford which are due for demolition.		
			1	
	(iv)	Name the district which includes the shopping centre.		
		Kelty	1	

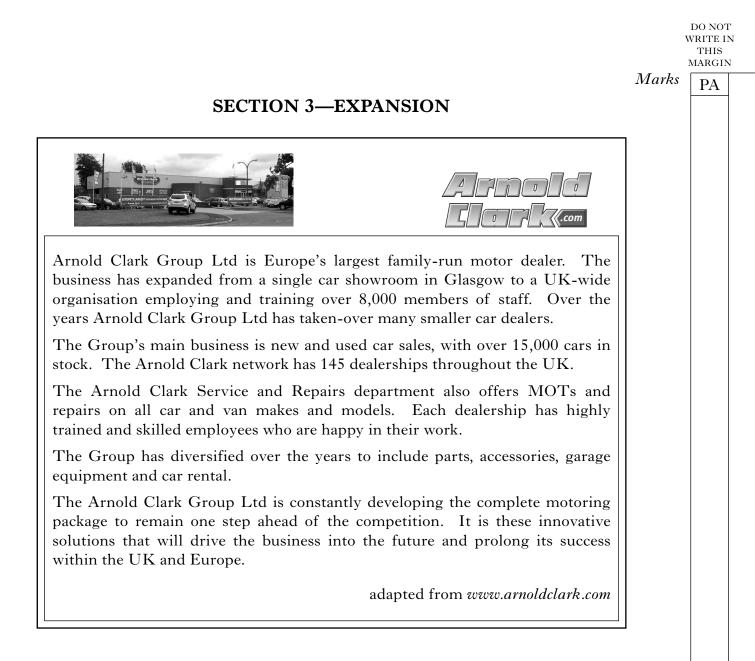
				Marks	MARC PA
	SECTIO	ON 2—LOCATION			
		s is very important. Use answer questions 6, 7, 8 a			
When visiti	ng the 4 sites and v	viewing the floor plans, th	nis screen appears.		
	ntr business@w	vork	11		
	is a V bee t for y	in transferred to your Site planner you to view.			
	atio e able <u>e annua</u>	ОК			
	th				
(a) Use the	e Site Planner to c	complete the table for all	4 sites.		
Site	Rent	Alteration Cost	Loan		
Site					
	£,625	£6,700	£,5,150		
	£,625 £ 900	£6,700 £6,300	£,5,150 £,4,750		
1					
1 2 3	£900	£,6,300	£,4,750	6	
1 2 3 4 In the Final should be well as the shou	£900 £1,000 £1,100 ance section of the rithin a particular r y the site which sho	£6,300 £14,300 £4,700	£,4,750 £,12,750 £,3,150 suggested that the loan		
1 2 3 4 In the Fina should be w (b) Identify	£900 £1,000 £1,100 ance section of the rithin a particular r y the site which sho	£6,300 £14,300 £4,700 e Start-up File, Marie ange.	£,4,750 £,12,750 £,3,150 suggested that the loan		
1 2 3 4 In the Fina should be w (b) Identify	£900 £1,000 £1,100 ance section of the rithin a particular r y the site which sho	£6,300 £14,300 £4,700 e Start-up File, Marie ange.	£,4,750 £,12,750 £,3,150 suggested that the loan	1	
1 2 3 4 In the Fina should be w (b) Identify	£900 £1,000 £1,100 ance section of the rithin a particular r y the site which sho	£6,300 £14,300 £4,700 e Start-up File, Marie ange.	£,4,750 £,12,750 £,3,150 suggested that the loan ange.	1	



					DO NOT WRITE IN THIS		
				Marks	PA		
9.	Th you	e Start-up File states that you have 3 Sou	rces of Finance available to				
	(<i>a</i>)	Print out the page from the Start-up File th	nat displays this information.				
		Attached		1			
		One mark for correct printout		1			
	(<i>b</i>)	Identify these sources. The first one has b	een done for you.				
		Source 1 Loan					
		Source 2 _Enterprise Grant (accept Gra	nt on own)				
		Source 3 <i>Capital</i>					
		Do not accept <u>Loan</u>		2			
	(<i>c</i>)	Suggest one other source of finance availab	le to your stationery business.				
		Any one from:					
		Retained profits Family and friends Prince's Trust Venture Capital (Dragons' Den) Accept form Partnership or Private Limited Company (issue shares) as extra funds should be available					
		Do not accept form PLC as unlikely Any other acceptable answer					
0.		om the list below, tick (\checkmark) the 3 best reason cionery business.	s for choosing a location for a Tick (✓) 3 boxes				
	G	ood infrastructure	1				
	TI	he highest rent					
		modern building with low alteration costs n keep costs down					
	Ye	our employees can easily get to work					
	A	run-down, derelict area					

No car parking for customers

3



11. From the article, match each statement with the appropriate words/phrase in the table below.

Statement		Text from article
The company is a Private Limited Company		"Arnold Clark network has 145 dealerships throughout the UK"
The company operates nationally	K	"Each dealership has highly trained and skilled employees"
The company provides services to customers		"The Group's main business is new and used car sales"
The staff are taught how to work to the best standards		"Arnold Clark Group Ltd"
The company provides products to customers		"also offers MOTs and repairs"

DO NOT WRITE IN THIS MARGIN

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Arnold Clark Group Ltd is a UK-wide organisation. Your stationery business has one store.

12. Answer True (T) or False (F) for the following statements about the size of a business.

Statement	True (T) or False (F)
A large business will usually have a large number of employees.	Т
A small business will usually be a Public Limited Company (plc).	F
A large business will usually have many outlets and have hundreds of employees.	Т
A small business will be known throughout the country and sell millions of products/services.	F

4

[Turn over

WRITE IN THIS MARGIN

DO NOT

Marks PA

The training of 8,000 workers at Arnold Clark Group Ltd is organised by their Human Resources Department.

13. Describe a possible activity/task for each of the other **3** functional areas in your stationery business.

Each answer MUST contain a verb to show some form of description. One word answers (eg questionnaire, accounts, batch, etc) do not constitute a description.

Functional Area	Activity/Task
Marketing	 Do not accept "market research" on its own. But accept do/perform/use, etc Use Research & Development Use Market Segmentation Use/work out/devise* Pricing methods/ strategies Use/make up/change* any of the other elements of the marketing mix or any basic description of a marketing activity
	*or similar wording
Finance	 Use/compile/make up* Cash Budgets/ TPL/Balance Sheets (accept use/ compile/make-up* final accounts) Use/compile/make up* ratios Work out* wages Buy* goods or any basic description of a finance activity *or similar wording
Operations	 Produce/make* goods/services Use/decide on* Job/Batch/Flow production Use* machines or human workers ("use automation", etc acceptable) Use* JIT/Stock control, etc *or similar wording One mark max per Functional Area

3

DO NOT WRITE IN THIS MARGIN Marks PA One of the reasons why people want to work for Arnold Clark Group Ltd is job satisfaction (they enjoy working there). 14. Suggest 2 other reasons why someone would want to work in your stationery business. Any 2 from: Wages/pay Pension Social Reasons Hours of work **Holidays** Promotion prospects Prestige Made redundant Company car or any acceptable fringe benefit/answer do not accept any form of job satisfaction 2 "Over the years Arnold Clark Group Ltd has taken-over many smaller car dealers." 15. Describe 2 reasons why taking over another organisation would benefit your stationery business. Any 2 from: *Reduce* competition Cheaper supplies/Raw materials Expand the business Spread risk Increase assets Increase market share Economies of scale or any acceptable reason for a takeover Answers must contain a verb to show some sort of description — one 2 word answers not acceptable Arnold Clark Group Ltd sells its goods in dealerships/showrooms/outlets. 16. Suggest **one** other way that you can sell your stationery sets. Mail order Wholesaler Internet website (not "Internet" on own) Door-to-door Catalogue Home delivery or any acceptable method of selling goods/services to customers 1 [Turn over for Question 17 on Page eighteen

Page seventeen

	l Clark Group Ltd faces competition. If your stationery business is to ed it must compete with other similar businesses.	Marks	DO NOT WRITE IN THIS MARGIN
17 . (C	ircle) the correct word in the statements below.		
(a) Customers always want the best poorest quality product.	1	
(b) Customers think that a high price means a low/high quality product.	1	
(c) If my competitor reduces their price below my price, I will expect my product to sell more less .	1	
(a) Using new technology will make my products more /less competitive.	1	
	(60 m	arks)	
	[END OF EXEMPLAR ANSWERS/MARKING GUIDELINES]		

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(<i>a</i>) 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 a they work through the TO DO list.		
	Section 2—Question 9(<i>a</i>) requires a printout from Start-up File showing available Sources of Finance.			
G	Section 2—Question 5(<i>a</i>) 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.			
С	Section 2—Question 5(<i>a</i>) 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 Flyfleaf** for each candidate concerned in accordance with paragraph 6 7 2 of the Arrangements.

Percentage of available marks	Foundation Level		General Level		Credit Level	
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*

The following table shows the relationship between marks and grades.

* 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/marking 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.