Publication Code: BB2461H

STANDARD GRADE BUSINESS MANAGEMENT PRACTICAL ABILITIES—2013

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 2—Question 7(d) requires a printout from the Player's Workbook showing the page that shows Production Assistant chosen.	It is recommended that candidates has access to the Foundation Report issued I the SQA as they work through the TO D list.			
	Section 2—Question 7(e) requires a printout from the Player's Workbook showing the wording of letters to successful and unsuccessful applicants.				
G	Section 2—Question 6(a) requires a printout from the Start-up File showing the page that gives information about Employees & Wages.	It is recommended that candidates have access to the General Report issued by the SQA as they work through the TO DO list.			
	Section 2—Question 7(a)(ii) requires a printout from the Player's Workbook showing the Person Specification.				
С	Section 2—Question 4(a) requires a printout from business@work showing items included in the Person and Job Specifications.	It is recommended that candidates have access to the Credit Report issued by the SQA as they work through the TO DO list.			
	Section 2—Question 5(a) requires a printout from BusinessWorks.com showing the Interview Checklist.				

 $[END\ OF\ IMPORTANT\ INFORMATION]$

NATIONAL QUALIFICATIONS 2013 BUSINESS
MANAGEMENT
STANDARD GRADE
Foundation Level
Practical Abilities Report



Publication Code: BB2461A

business@work Report

Pupil name _____

Business name _____



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—RECRUITMENT
- Section 3—THE FUTURE

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

SECTION 1—USING business@work

Marks PA

The following tasks relate to using the PDA.



1. During *business@work* you used a **PDA**. What do the letters "PDA" stand for?

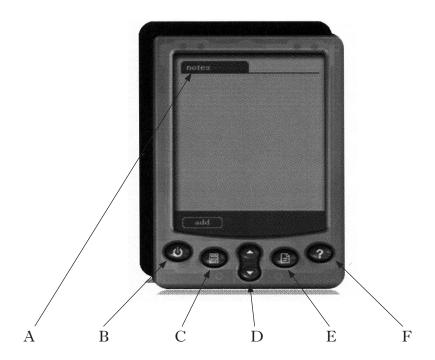




- 2. (a) State 2 methods of accessing the PDA within business@work.
 - (i) Method 1 _____
 - (ii) Method 2

2. (continued)

(b) Six parts of the PDA have been labelled A-F.



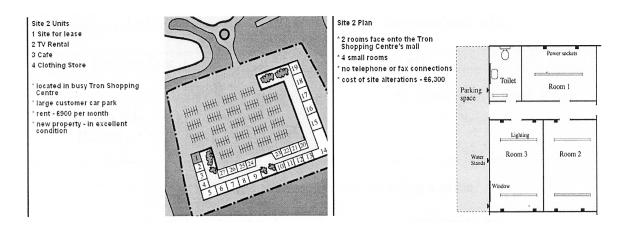
Match the label with the correct function in the table below. The first one has been done for you.

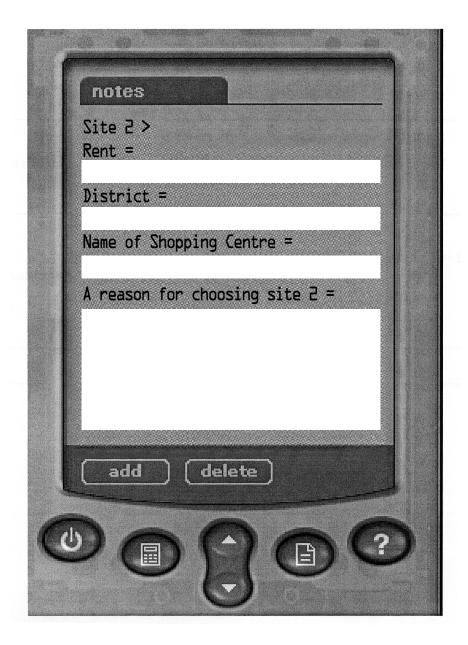
Function	A, B, C, D, E or F
Calculator	C
Shows the Help Screen	
This shows information that has been entered already	
Moves up and down on the screen	
Switches the PDA on and off	
Displays the Notes List	

5

Marks

3. Information about site 2 is missing on this PDA. Using the map on **business@work** fill in the correct details in the spaces on this PDA.





4. The PDA is used to record information found from various sources within *business@work*. Using the sources of information below, complete each of the statements.

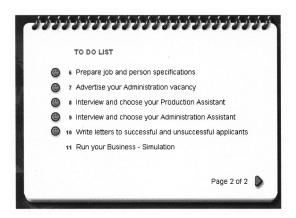
Source of Information	Statements		
Start-Up File (Sales)	You will get approx% of the local market if you sell at £		
BusinessWorks.com	What do I have to do when choosing a name? 1 Decide on what you want the name to do 2		
Site Planner	Site 4 Alterations = £ Site 4 Cash Balance = £		
Production Planner	If Non-contract units = 2,500 And selling price per month for Non-contract units = £3·19 If all units sold then Monthly Units = And monthly Income = £		

SECTION 2—RECRUITMENT

Marks

PA

You should complete the first 10 tasks on the TO DO LIST before completing the questions in this section.



5. Using **BusinessWorks.com** name **three** suitable places where you could advertise for the post of Production Assistant.

	Place to advertise
1	
2	
3	

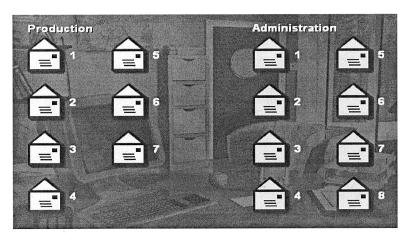
3

6. Use the **Start-Up File** to complete the table below with the correct information for the Production Assistant.

Production Assistant	Information		
Hours worked per week (including breaks)	hours		
Hourly wage	£per hour		
Weekly wage	£per week		
Rate of pay for overtime hours	£per hour		
Number of weeks holiday per year	weeks		

Marks

Once you have advertised for your Production Assistant you received letters of application. These must all be read.



(a)) Stat	State where you found the letters of application.				
(b)		w many letters of application were received for the Production istant job?	1			
(c)	(i)	Name one applicant that has a hand-written application.	1			
	(ii)	Name one applicant that is currently out of work.	1			
	(iii)	Name one applicant that mentions any skills or qualities.	1			
	(iv)	Name one applicant that mentions that they are available for interview.	4			
	(v)	Name one applicant that mentions a reference.	1			
			1			

1

7. (continued)

(<i>d</i>)	From	the	Player's	Workbook,	print	out	the	page	that	shows	which
	applica	ant y	ou are cho	osing as your	r Prod	uctio	n As	sistan	t.		

(e) From the **Player's Workbook**, print out the page that shows the wording of your letters to the successful and unsuccessful applicants.

8. Complete the table below to identify **three** points to look for in a good interviewee. Tick (✓) the **three** correct boxes.

	Tick (✓) the correct boxes
Being 10 minutes late for the interview	
Answering the questions confidently	
Wearing "business-like" clothes	
Wearing your favourite T-shirt and jeans	
Having experience of this kind of job	

SECTION 3—THE FUTURE

Marks [

PA



Welcome to Scotland's Business Gateway

Business Gateway is an organisation run by the government to provide information and advice to Scottish businesses. It is a <u>public sector organisation</u> which provides a service to many Scottish <u>entrepreneurs</u>. It gives financial advice on how to make a <u>profit</u> and how to achieve business objectives.



The site contains advice on potential risks to a business and highlights that training is an important aspect of a successful business. The Sales and Marketing section gives information on Market Research and promotional methods to gain new customers.

Business Gateway will provide advice on how to deal with competitors. The IT & E-commerce section shows the benefits of Information and Communications Technology (ICT) and advises on the best types of software packages for new businesses.

Adapted from www.bgateway.com

9. Four business terms have been underlined in the passage above and are shown in the word bank below.

Use these words to match each statement. The first one has been done for you.

Word Bank				
public sector organisation	entrepreneurs			
profit	business objectives			

Statement	Business Term				
These are paid for by taxes	public sector organisation				
Examples include survival and profit maximisation					
Sales less costs					
People who bring together the 4 factors of production					

3

2

2

10.	Business	Gateway	provides	advice of	n potential	risks to	a new business.
10.	Dusiness	Gateway	provides	advice of	ii poteiitiai	11313 10 6	a lie w busiliess.

(a) Tick (\checkmark) the 2 potential risks to your stationery business.

	Tick (✓) the correct boxes
Making a large profit in the first year	
Having a low demand for your stationery sets	
Taking customers from your competitors	
Not being able to repay a bank loan	

(b) Apart from Business Gateway, suggest 2 other sources of advice for your stationery business.

Source of Advice 1

Source of Advice 2

11. Business Gateway acknowledges that training is an important aspect of a successful business. Complete the table below naming the appropriate type of training that could be given to an employee in your stationery business.

The first one has been done for you.

Description	Training Method
Training given for a different type of work.	Re-Training
Training given when you join the company (usually before you start making anything).	
You are trained how to do the job in the workplace and usually by another employee.	
Training done away from the workplace (such as a College), by specialist trainers.	

ΛA	arbe	
/V/	HKN	

12.	(a)	Business Gateway advises that market research is essential if a business is	Marks	PA
12.	<i>(a)</i>	to succeed. Identify 2 examples of field research that your stationery business could use.		
		Example 1		
		Example 2		
			2	
	(b)	Business Gateway suggests that promotions attract new customers. Suggest 2 promotional methods that your stationery business could use.		
		Method of Promotion 1		
		Method of Promotion 2		
			2	
13.		new businesses face competition from other companies. If your stationery siness is to succeed it must compete with other similar businesses.		
	Ci	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	
		[Turn over for Question 14 on Page fourteen		
		[14111 Over 101 Question 17 on 1 age jourteen		

Marks

14. Business Gateway understands the benefits of using the correct software. Complete the table below to show which software package would be most appropriate for your stationery business.

Choose a different software package for each. The first one has been done for you.

Task	Software Package
Printing your own adverts/flyers to hand-out to customers.	Desktop Publishing
Producing business letters.	
Keeping records of customers' details (Name, Address etc).	
Keep up-to-date accounts (which can be produced as a graph).	

3

(60 marks)

 $[END\ OF\ REPORT]$

NATIONAL QUALIFICATIONS 2013 BUSINESS
MANAGEMENT
STANDARD GRADE
Foundation Level
Practical Abilities Report
Exemplar answers/Marking guidelines



Publication Code: BB2461B

business@work Report

Pupil name _____

Business name _____



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.

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—RECRUITMENT
- Section 3—THE FUTURE

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

The following tasks relate to using the PDA.



1. During *business@work* you used a **PDA**. What do the letters "PDA" stand for?

Personal Digital Assistant (1 mark)

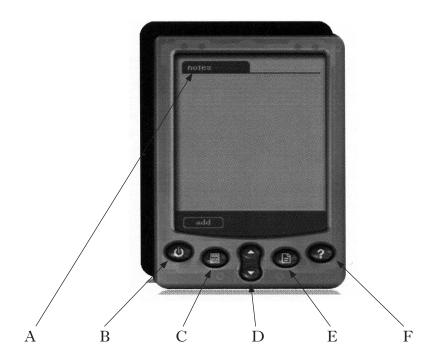




- 2. (a) State 2 methods of accessing the PDA within business@work.
 - (i) Method 1 Click on the PDA on the desk (1 mark)
 - (ii) Method 2 Click on the PDA icon shown on the toolbar (1 mark)

2. (continued)

(b) Six parts of the PDA have been labelled A-F.

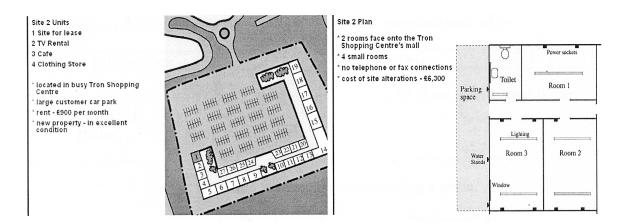


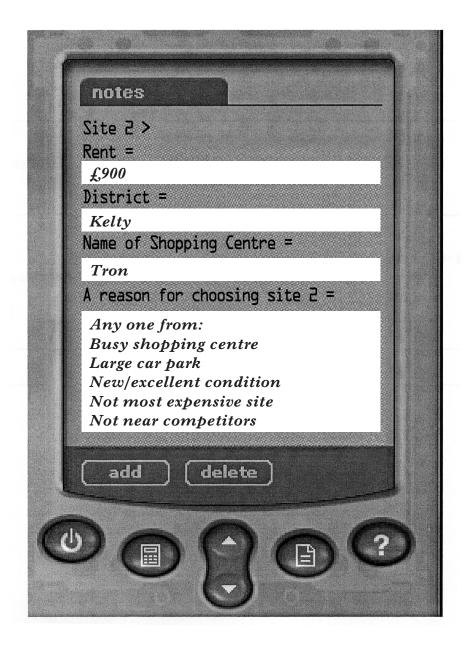
Match the label with the correct function in the table below. The first one has been done for you.

Function	A, B, C, D, E or F
Calculator	C
Shows the Help Screen	F
This shows information that has been entered already	A
Moves up and down on the screen	D
Switches the PDA on and off	В
Displays the Notes List	E

Marks

3. Information about site 2 is missing on this PDA. Using the map on *business@work* fill in the correct details in the spaces on this PDA.





4. The PDA is used to record information found from various sources within *business@work*. Using the sources of information below, complete each of the statements.

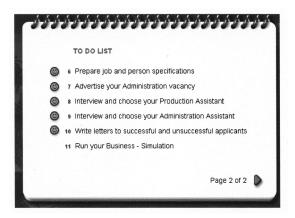
Source of Information	Statements				
	You will get approx 10% of the local				
Start-Up File (Sales)	market if you sell at £2.89.				
	What do I have to do when choosing a name?				
	1 Decide on what you want the name to do				
BusinessWorks.com	2 MAKE A LIST OF POSSIBLE NAMES				
	3 Do some market research				
	4 ASK FAMILY AND FRIENDS				
	Site 4 Alterations = £4,700				
Site Planner	Site 4 Cash Balance = £1,800				
	If Non-contract units = 2,500 And selling price per month for Non-contract units = £3.19				
Production Planner	If all units sold then Monthly Units = 3,780				
	And monthly Income = £11,674				

SECTION 2—RECRUITMENT

Marks [

PA

You should complete the first 10 tasks on the TO DO LIST before completing the questions in this section.



5. Using **BusinessWorks.com** name **three** suitable places where you could advertise for the post of Production Assistant.

Any 3 from

- Newspapers
- Job Centre
- Trade Publications
- Shop Windows

3

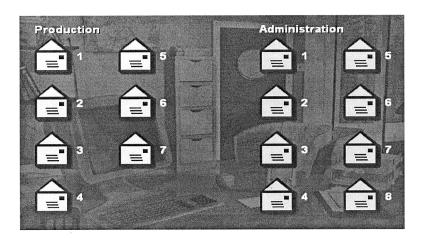
6. Use the **Start-Up File** to complete the table below with the correct information for the Production Assistant.

Production Assistant	Information				
Hours worked per week (including breaks)	<i>36·5</i> hours				
Hourly wage	£5.00 per hour				
Weekly wage	£,182·50 per week				
Rate of pay for overtime hours	£10.00 per hour				
Number of weeks holiday per year	4 weeks				

5

Marks

Once you have advertised for your Production Assistant you received letters of application. These must all be read.



7. (a) State where you found the letters of application.

Any one from: Jill Russell

	many letters of application were received for the Production stant job?					
7						
(i)	Name one applicant that has a hand-written application.					
	Any one from:					
	David Wilson Lea Wright					
	Mark French Liam Grey					
(ii)	Name one applicant that is currently out of work.					
	Any one from: Lea Wright Liam Grey					
(iii)	Name one applicant that mentions any skills or qualities.					
	Any one from:					
	David Wilson Jenny Kelly Becky Graham					
· ·	Name one applicant that mentions that they are available for interview.					
(iv)						
(1V)	Any one from:					

Lea Wright

1

Jenny Kelly

Marks

1

1

3

7. (continued)

(<i>d</i>)	From	the	Player's	Workbook,	print	out	the	page	that	shows	which
	applica	ant y	ou are cho	oosing as your	r Prod	uctio	n As	sistan	t.		

(e) From the **Player's Workbook**, print out the page that shows the wording of your letters to the successful and unsuccessful applicants.

Attached

8. Complete the table below to identify **three** points to look for in a good interviewee. Tick (✓) the **three** correct boxes.

	Tick (✓) the correct boxes
Being 10 minutes late for the interview	
Answering the questions confidently	1
Wearing "business-like" clothes	1
Wearing your favourite T-shirt and jeans	
Having experience of this kind of job	✓

SECTION 3—THE FUTURE

Marks [

PA



Welcome to Scotland's Business Gateway

Business Gateway is an organisation run by the government to provide information and advice to Scottish businesses. It is a <u>public sector organisation</u> which provides a service to many Scottish <u>entrepreneurs</u>. It gives financial advice on how to make a <u>profit</u> and how to achieve business objectives.



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Adapted from www.bgateway.com

9. Four business terms have been underlined in the passage above and are shown in the word bank below.

Use these words to match each statement. The first one has been done for you.

Word Bank		
public sector organisation entrepreneurs		
profit	business objectives	

Statement	Business Term	
These are paid for by taxes	public sector organisation	
Examples include survival and profit maximisation	business objectives	
Sales less costs	profit	
People who bring together the 4 factors of production	entrepreneurs	

- 10. Business Gateway provides advice on potential risks to a new business.
 - (a) Tick (\checkmark) the 2 potential risks to your stationery business.

	Tick (✓) the correct boxes
Making a large profit in the first year	
Having a low demand for your stationery sets	1
Taking customers from your competitors	
Not being able to repay a bank loan	1

(b) Apart from Business Gateway, suggest 2 other sources of advice for your stationery business.

Any 2 from

- Bank
- Accountant
- Lawyer
- Other entrepreneurs/businesses
- Local Council
- Chamber of Commerce
- Princes Trust
- Inland Revenue

Accept any suitable answer. Do not Accept Business Gateway.

11. Business Gateway acknowledges that training is an important aspect of a successful business. Complete the table below naming the appropriate type of training that could be given to an employee in your stationery business.

The first one has been done for you.

Description	Training Method
Training given for a different type of work.	Re-Training
Training given when you join the company (usually before you start making anything).	Induction
You are trained how to do the job in the workplace and usually by another employee.	On-The-Job
Training done away from the workplace (such as a College), by specialist trainers.	Off-The-Job

3

Marks PA 12. (a) Business Gateway advises that market research is essential if a business is to succeed. Identify 2 examples of field research that your stationery business could use. Any 2 from Questionnaire/survey Interview (postal or face to face) Online questionnaire/survey/interview Hall test Consumer Panels/Focus Groups/Test Marketing Observation Or any acceptable market research technique. NB: "Questionnaire" and "survey" on their own are not worth 2 separate marks unless they are used together with "postal", "online", etc. 2 (b) Business Gateway suggests that promotions attract new customers. Suggest 2 promotional methods that your stationery business could use. Any 2 from Competitions BOGOF/241 (two for the price of one) or 3 for 2 etc Coupons Types of Advertising (accept only one form eg TV/Radio etc) Free samples/free gifts Discounts/Promotional Pricing Celebrity endorsement Or any acceptable method of promotion. Do not accept "advertising" on its own. 2 Do not accept "special offer"—must be an example. 13. All new businesses face competition from other companies. If your stationery business is to succeed it must compete with other similar businesses. (Circle) 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

Marks

14. Business Gateway understands the benefits of using the correct software. Complete the table below to show which software package would be most appropriate for your stationery business.

Choose a different software package for each. The first one has been done for you.

Task	Software Package
Printing your own adverts/flyers to hand-out to customers.	Desktop Publishing
Producing business letters.	Word Processing*
Keeping records of customers' details (Name, Address etc).	Database*
Keep up-to-date accounts (which can be produced as a graph).	Spreadsheet*

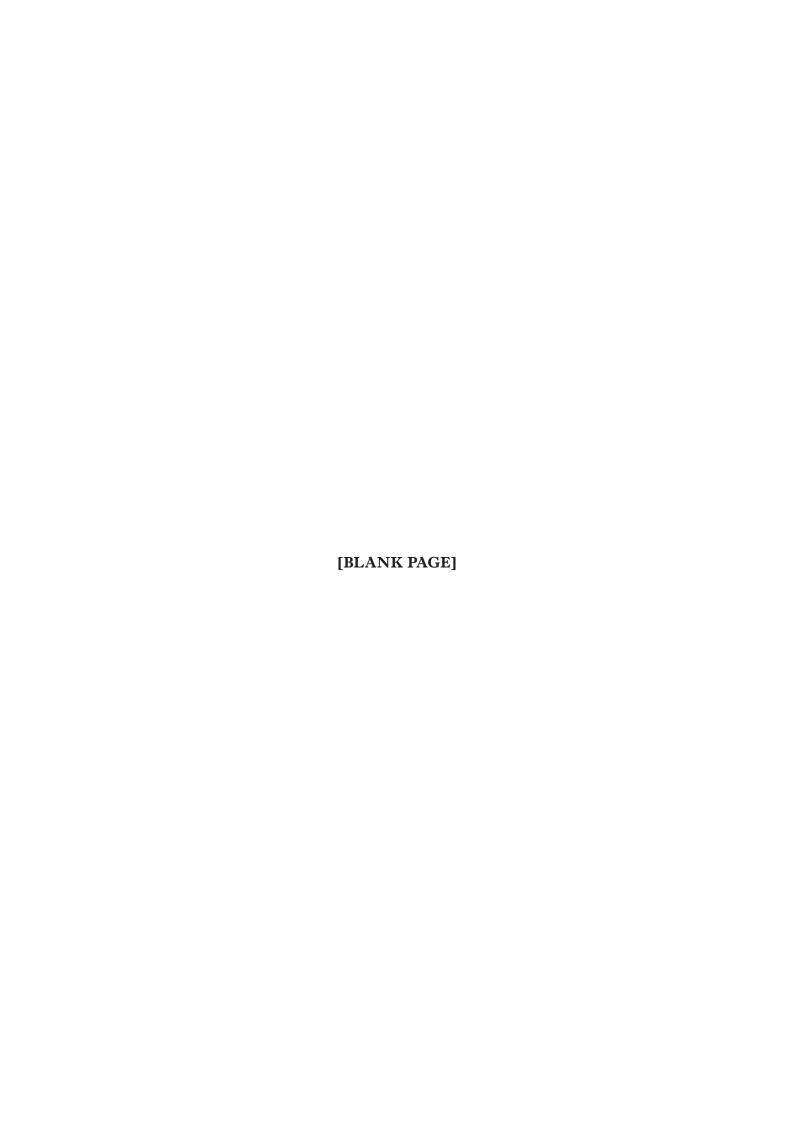
^{*}Accept any legitimate trade names for these software packages such as Word, Excel, Pages, etc.

NB: Do not accept software packages that "may" perform these tasks (eg a Spreadsheet may keep records of customers' details). The question specifically asks for the "most appropriate".

3

(60 marks)

[END OF REPORT]



4200	ST

INTERNAL ASSESSMENT

Flyleaf

NATIONAL QUALIFICATIONS 2013 BUSINESS MANAGEMENT STANDARD GRADE Practical Abilities

Fill in these particulars.	
Full name of centre	Centre number
Forename(s)	Surname
Date of birth	a
Day Month Year Scottish candidate number	er

Final Grade for
Practical Abilities
(Coo DO inoido)

(See B3 inside)



Publication Code: BB2461M

A Determination of Mark

1 Enter the candidate's mark for each question in the Report.

Task	Candidate's Marks	Task	Candidate's Marks
1		8	
2		9	
3		10	
4		11	
5		12	
6		13	
7		14	

Candidate's	marks total	
Candidate S	marks total	

Percentage of available marks

General Level Total Mark Available 60

Task	Candidate's Marks	Task	Candidate's Marks
1		7	
2		8	
3		9	
4		10	
5		11	
6		12	

Candidate's marks total

Percentage of available marks

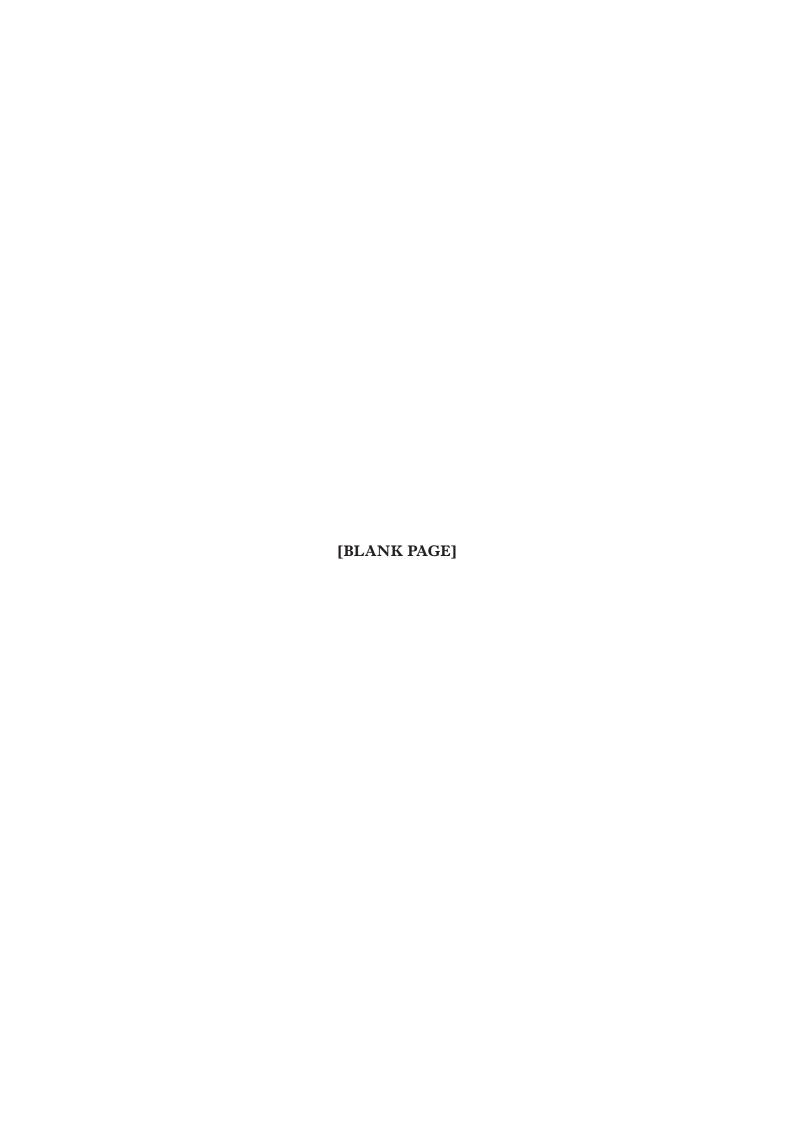
Credit Level Total Mark Available 60

Task	Candidate's Marks	Task	Candidate's Marks
1		6	
2		7	
3		8	
4		9	
5			

Candidate's marks total

Percentage of available marks

В	Determination of Provisional and Final G	rades	
	1 Enter Provisional Grade		
	2 Enter the Final Grade		
	(where different from provisional grade an explanation must appear in the		
	Teacher's Comments section below)		
(Th	acher's Comments (where appropriate) is section must ONLY be completed where the final gra brmation on the degree and instances must be provided		cher.
	3 The Final Grade for Practical Abilities should be e	ntered in the appropriate box on the front page.	
Tead	cher responsible	Date	





National Qualifications 2013

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.

Publication Code: BB2461K

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.

The following table shows the relationship between marks and grades.

Percentage of available marks		dation vel	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*

^{*} 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 2013, 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.