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



Publication Code: BB2461C

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.

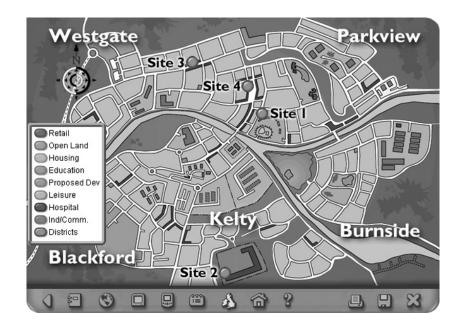
Your report is split into the following 3 sections.

- Section 1—USING business@work
- Section 2—LOCATION
- Section 3—SUSTAINABLE SUCCESS

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

SECTION 1—USING business@work

The following tasks relate to the use of the map of Mereside.



1. (a) Use the map of Mereside to identify the district that contains the following businesses.

Businesses	District
Kintore plc	
BJ Meats	
Glendale's Paper Processing	

(b) Use the map of Mereside to identify which site is closest in location to the given area of interest.

Area of Interest	Site
Tron Shopping Centre	
Castle	
Halls of Residence	
Hospital	

4

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2. Once you have clicked on a particular site, 2 more screens of information about the site are available to you.

Explain how you access each screen and suggest **one** piece of information gained from **each** screen.

Screen	How Accessed	Information
(i)		
(ii)		

3. Once you have interrogated the map, your site information is transferred to the **Site Planner**.



- (a) Identify **one** piece of information that has been transferred into your **Site Planner**.
- (b) (i) Identify **one** piece of information that has been calculated by the **Site Planner**.
 - (ii) Identify the site which is the **least** appropriate on the basis of the financial advice given by Marie and give a reason for your choice.

Site _____

Reason _____

2

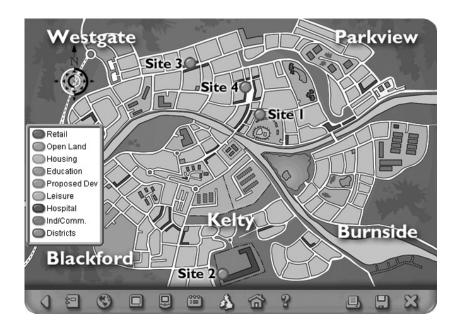
1

				WRITE IN THIS MARGIN
4.	(a)	Identify one tool from your office you can take when visiting each of the sites.	Marks	PA
			1	
	(b)	Suggest one way the tool identified in (a) might assist you when making your location decision.		
			1	
	(c)	Suggest one limitation of the tool identified in (a).		
			1	
		[Turn over		
		[Turn over		

Marks

SECTION 2—LOCATION

With only 4 commercial sites to choose from, you must carefully consider all the information given to you before making the decision of where to locate your stationery business.



5. (a) Print the page from the **Business Works.com** website which gives information about the main commercial and industrial employers in the Mereside area.

Attached

1

(b) **Business Works.com** has asked for details about your business. This information will be added to the webpage, Local Industry.

Using the headings given, complete the business profile for your stationery business.

Type of Business _____

Target Market for your product _____

Channel of distribution for your product

5. (continued)

(c) Print the page from the **Player's Workbook** which shows your choice of site.

Attached

1

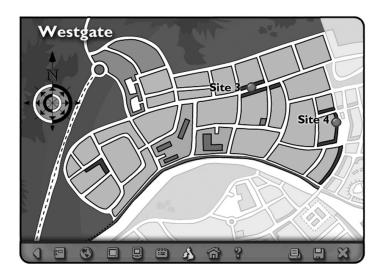
(d) For each of the following businesses located within Mereside, describe their main business activity and suggest **one** of the main reasons for choosing Mereside as a location.

Choose a **different** reason for each location.

Business	Business Activity	Reason for Location
BJ Meat Products		
Cashil's		
Kintore plc		

Marks

6. Site 3 and **Site 4** are located in the Westgate district.



Using the layers of the map, identify **one** potential competitor and an advantage and disadvantage of each of the sites.

Site 3

Potential Competitor
Advantage
Disadvantage
Site 4
Potential Competitor
Advantage
Disadvantage

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7. The Mereside Chamber of Commerce has given you advice on where to locate your business.



Suggest 3 other external sources of help and advice that may assist you with your location decision.

Suggestion 2

Suggestion 3

[Turn over

Marks

PA

SECTION 3—SUSTAINABLE SUCCESS

Read the following extract and answer the questions which follow.

beCogent are experts in the call centre industry operating from 5 locations within the UK with its headquarters in Airdrie.



beCogent have won business awards for employer of the year and they attribute their success to effective recruitment and development procedures as well as operating some of the most innovative people management practices in the industry. The beCogent Training Academy demonstrates commitment to staff development and business excellence. Investment in the development of people gives them a competitive edge.

Learning opportunities are available for all staff members. These range from short workshops, on-line tutorials and classroom based courses, through to professional qualifications. External specialists deliver management development programmes.

The fast-track programme offers staff an opportunity to develop in line with their chosen career path. The majority of participants are promoted within one year of attending the programme.

Adapted from www.becogent.com

8.	(a)	beCogent are experts in the call centre industry and operate in the tertiary sector. Identify the sector of industry within which your stationery business operates.				
(b)	(b)	beCogent are a private limited company. In the future, you may wish to become a private limited company. Give 2 advantages of this type of business.				
		Advantage 1				
	Advantage 2					

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(a)	Identify 2 sources of external recruitment you could use if you wished to employ more staff for your stationery business in the future.
	Source 1
	Source 2
(b)	Give 2 advantages to your stationery business of using external recruitment.
	Advantage 1

Marks

9.	continued	١
7.	commuea	ı

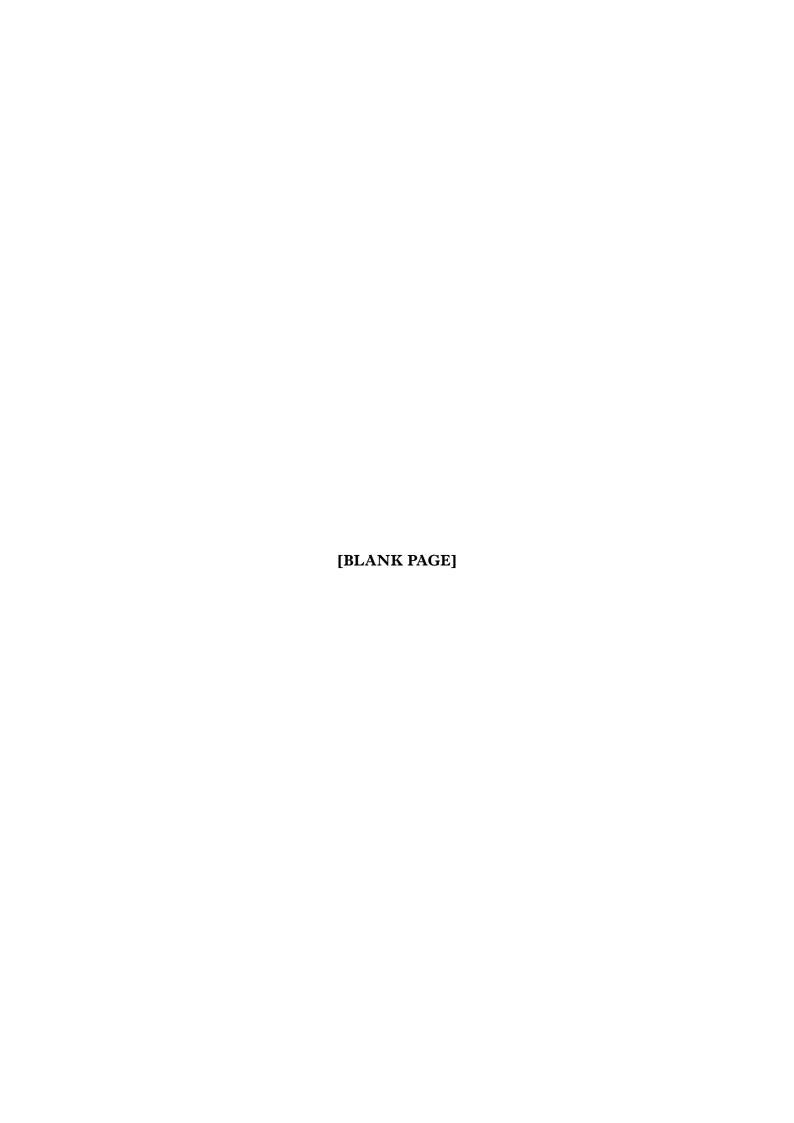
10.

(c)	beCogent have spent a lot of money on training and learning opportunities are available for all staff members. You would like to improve the skills of your staff.					
	Identify 2 types of training you could use to improve the skills of the staff in your stationery business. Give a different advantage and disadvantage for each type of training.					
	Type of training 1					
	Advantage					
	Disadvantage					
	Type of training 2					
	Advantage					
	Disadvantage6					
beC edg	Cogent's investment in the development of people gives them a competitive re.					
con	ggest and justify one way that your stationery business can gain a npetitive edge over its rivals.					
	ggestion					
Jus	tification					

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ı	()		Marks	PA
l.	(<i>a</i>)	beCogent have spent vast amounts of money on training. If you wish to train your staff you will need to spend money on training.		
		Suggest how this spending could impact upon your cash budget.		
		Suggest now this spending could impact upon your cash budget.		
		Suggestion 1		
		Suggestion 2		
			2	
	(b)	Some of beCogent's training is delivered on-line with the use of the Internet.		
		Describe 2 other uses of the Internet for your stationery business.		
		1		
		2		
			2	
	One	e stakeholder of beCogent is the employees.		
	Ide	ntify 3 stakeholders of your stationery business.		
	1			
	1 _			
	_			
	2 _			
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	_			
	3 _			
	-			
	_		3	
		(60 m	arks)	

 $[END\ OF\ REPORT]$



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



Publication Code: BB2461D

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 General level booklet provided.

business@work—Report

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

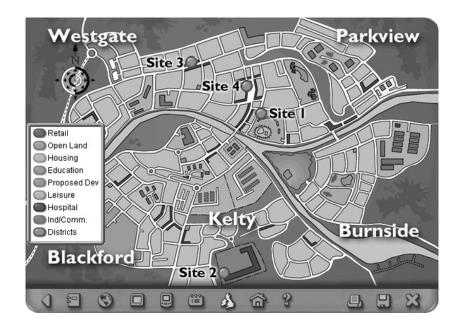
Your report is split into the following 3 sections.

- Section 1—USING business@work
- Section 2—LOCATION
- Section 3—SUSTAINABLE SUCCESS

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

SECTION 1—USING business@work

The following tasks relate to the use of the map of Mereside.



1. (a) Use the map of Mereside to identify the district that contains the following businesses.

Businesses	District
Kintore plc	Burnside (1 mark)
BJ Meats	Kelty (1 mark)
Glendale's Paper Processing	Westgate (1 mark)

(b) Use the map of Mereside to identify which site is closest in location to the given area of interest.

Area of Interest	Site
Tron Shopping Centre	2
Castle	1
Halls of Residence	3
Hospital	1

4

Marks

2. Once you have clicked on a particular site, 2 more screens of information about the site are available to you.

Explain how you access each screen and suggest **one** piece of information gained from **each** screen.

Screen	How Accessed	Information
(i)	By clicking on the button beside the site number (1 mark)	To give information about: • The units on this site • The location of the site • Available parking at this site • Rent payable per month (Any one for 1 mark)
(ii)	By clicking on the unit available (1 mark)	 Gives floor plan of the premises Gives description of premises Gives cost of site alterations (Any one for 1 mark)

Δ

3. Once you have interrogated the map, your site information is transferred to the **Site Planner**.



- (a) Identify **one** piece of information that has been transferred into your **Site Planner**.
 - The amount that you will have to pay for Rent for this site
 - The amount that you will have to pay for Rates for this site
 - The cost of alterations that will need to be done to this site

(b) (i) Identify **one** piece of information that has been calculated by the **Site Planner**.

The loan required

1

1

(ii) Identify the site which is the **least** appropriate on the basis of the financial advice given by Marie and give a reason for your choice.

Site Site no 3 (1 mark)

Reason The loan required is £12,750, Marie recommends that the loan should be between £5,000 and £6,000 (1 mark)

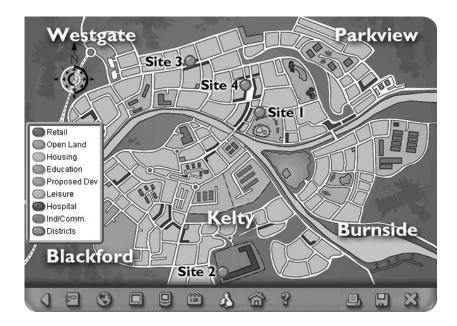
2

Candidates must mention the amount and the parameters to gain one mark

4.	(a)	J J	Marks	PA
		sites. PDA (1 mark)	1	
	(b)	Suggest one way the tool identified in (a) might assist you when making	1	
	(0)	your location decision.		
		 You can take notes to compare sites Make calculations regarding the sites 	1	
	(c)	Suggest one limitation of the tool identified in (a).		
		• Cannot take photographs		
		• Cannot print out		
		 It is not compatible with PC Can only be used for WP and calculating	1	

SECTION 2—LOCATION

With only 4 commercial sites to choose from, you must carefully consider all the information given to you before making the decision of where to locate your stationery business.



5. (a) Print the page from the **Business Works.com** website which gives information about the main commercial and industrial employers in the Mereside area.

Attached

1 mark for printout

(b) **Business Works.com** has asked for details about your business. This information will be added to the webpage, Local Industry.

Using the headings given, complete the business profile for your stationery business.

Type of Business Sole Trader (1 mark)

Target Market for your product Students, local residents, fixed

contracts or any other reasonable answer (1 mark)

Channel of distribution for your product

Manufacturer—Customer
Manufacturer—Retailer—Customer
(Candidates must mention manufacturer and customer to gain one mark)

3

Marks

(c) Print the page from the Player's Workbook which shows your choice of

Attached

(continued)

5.

1 mark for printout

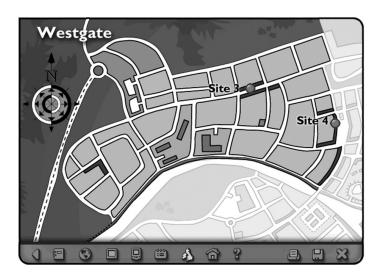
1

(d) For each of the following businesses located within Mereside, describe their main business activity and suggest one of the main reasons for choosing Mereside as a location.

Choose a **different** reason for each location.

Business	Business Activity	Reason for Location
BJ Meat Products	A family run business specialising in cooked meats and low fat, oven-ready meals.	 location of raw materials distance to market quality of infrastructure central and local government assistance
Cashil's	This is a furniture business of high quality. Its high quality products are extremely popular.	 location of raw materials availability of skilled labour suitable land distance to market quality of infrastructure central and local government assistance EU funding
Kintore plc	This is one of the largest egg producing businesses in the country, supplying 80% of the egg retailing market. Kintore plc employs large numbers of part-time workers in its fully automated packing plant.	 location of raw materials availability of unskilled labour suitable land quality of infrastructure central and local government assistance EU funding

6. Site 3 and **Site 4** are located in the Westgate district.



Using the layers of the map, identify **one** potential competitor and an advantage and disadvantage of each of the sites.

Site 3

Potential Competitor Stationery Shop or Book Shop (1 mark)

Advantage Close to customers; good parking; recently upgraded (Any one for 1 mark)

Disadvantage Stationery shop close by; high rent; high alteration costs (Any one for 1 mark)

Site 4

Potential Competitor Book Shop (1 mark)

Advantage Good location; good condition; surrounded by other

retail outlets; rare opportunity to rent; low alteration

costs; excellent parking for customers

(Any one for 1 mark)

Disadvantage High rent; no fire exits; no phone/fax connection (Any one for 1 mark)

•

Marks

PA

7. The Mereside Chamber of Commerce has given you advice on where to locate your business.



Suggest 3 other external sources of help and advice that may assist you with your location decision.

- Bank
- Lawyers
- Accountants
- Other Business
- Prince's Trust
- Local Government
- Business Gateway
- Other business owners/business people/entrepreneurs

Accept any reasonable suggestion that links to their location decision

 $\mathbf{P}\mathbf{A}$

Marks

SECTION 3—SUSTAINABLE SUCCESS

Read the following extract and answer the questions which follow.

beCogent are experts in the call centre industry, operating from 5 locations within the UK with its headquarters in Airdrie.



beCogent have won business awards for employer of the year and they attribute their success to effective recruitment and development procedures as well as operating some of the most innovative people management practices in the industry. The beCogent Training Academy demonstrates commitment to staff development and business excellence. Investment in the development of people gives them a competitive edge.

Learning opportunities are available for all staff members. These range from short workshops, on-line tutorials and classroom based courses, through to professional qualifications. External specialists deliver management development programmes.

The fast-track programme offers staff an opportunity to develop in line with their chosen career path. The majority of participants are promoted within one year of attending the programme.

Adapted from www.becogent.com

8. (a) beCogent are experts in the call centre industry and operate in the tertiary sector. Identify the sector of industry within which your stationery business operates.

Secondary Sector/Tertiary Sector (1 mark)

1

- (b) beCogent are a private limited company. In the future, you may wish to become a private limited company. Give 2 advantages of this type of business.
 - Shareholders have limited liability
 - More finance can be raised from shareholders and lenders
 - Significant experience and expertise from shareholders and directors

2

Marks

- **9.** beCogent have won business awards for employer of the year and they attribute their success to effective recruitment and development procedures.
 - (a) Identify 2 sources of external recruitment you could use if you wished to employ more staff for your stationery business in the future.
 - Local or National Newspaper adverts (accept only one)
 - Specialised magazines
 - Internet websites—do not accept the word Internet on its own
 - Job centre
 - Recruitment agency
 - Head hunting

2

- (b) Give 2 advantages to your stationery business of using external recruitment.
 - External candidates can bring in fresh ideas
 - New employees can motivate other staff
 - Can reach a wide number of people
 - Agencies and job centres are experts and will choose the most suitable candidate according to the needs of the business

Marks

9. (continued)

(c) beCogent have spent a lot of money on training and learning opportunities are available for all staff members. You would like to improve the skills of your staff.

Identify 2 types of training you could use to improve the skills of the staff in your stationery business. Give a different advantage and disadvantage for each type of training.

Type of training 1 On-the-job training

Advantage

- Improves the employees knowledge, skills and performance at work
- It is done in the work place, more cost effective
- Training is geared towards the job
- Employees more comfortable in their own work surroundings
- · Learning takes place with actual equipment

Disadvantage

- Time is lost, loss of production
- Staff are uncomfortable training with their peers
- Pick up bad habits
- Too many interruptions/distractions

(Credit different types of on-the-job training such as coaching or apprenticeships.)

Type of training 2 Off-the-job training

Advantage

- Employees are trained by experts so quality of training should be high
- Employees are motivated by learning new skills and knowledge
- Employees can concentrate solely on the training

Disadvantage

- Time is lost, loss of production
- It can be very expensive to hire trainers

NG

DO NOT ACCEPT INDUCTION TRAINING

Marks

10. beCogent's investment in the development of people gives them a competitive edge.

PA

Suggest and justify **one** way that your stationery business can gain a competitive edge over its rivals.

- Provide quality products (s) customers will choose company products over rivals, repeat purchase, brand loyalty (j)
- Use high spec technology (s) the product will be better manufactured, could be used for benchmarking (j)
- Offer better training (s) staff are highly motivated, well trained, high quality (j)
- Change price of product, increase or decrease in price (s), forcing competition to alter price strategy (j)

2

11. (a) beCogent have spent vast amounts of money on training. If you wish to train your staff you will need to spend money on training.

Suggest how this spending could impact upon your cash budget.

- Increase in the cash out sum
- Decrease in the closing balance
- Closing balance could be negative
- Total cash available is less
- Opening balance for next month has decreased

2

(b) Some of beCogent's training is delivered on-line with the use of the Internet.

Describe 2 other uses of the Internet for your stationery business.

- To advertise your product on-line, using Internet websites
- To sell your product on-line
- To research competitors business activity
- To carry out market research
- To encourage forums
- To order goods on-line

Accept any reasonable suggestion

Marks

PA

12. One stakeholder of beCogent is the employees.

Identify 3 stakeholders of your stationery business.

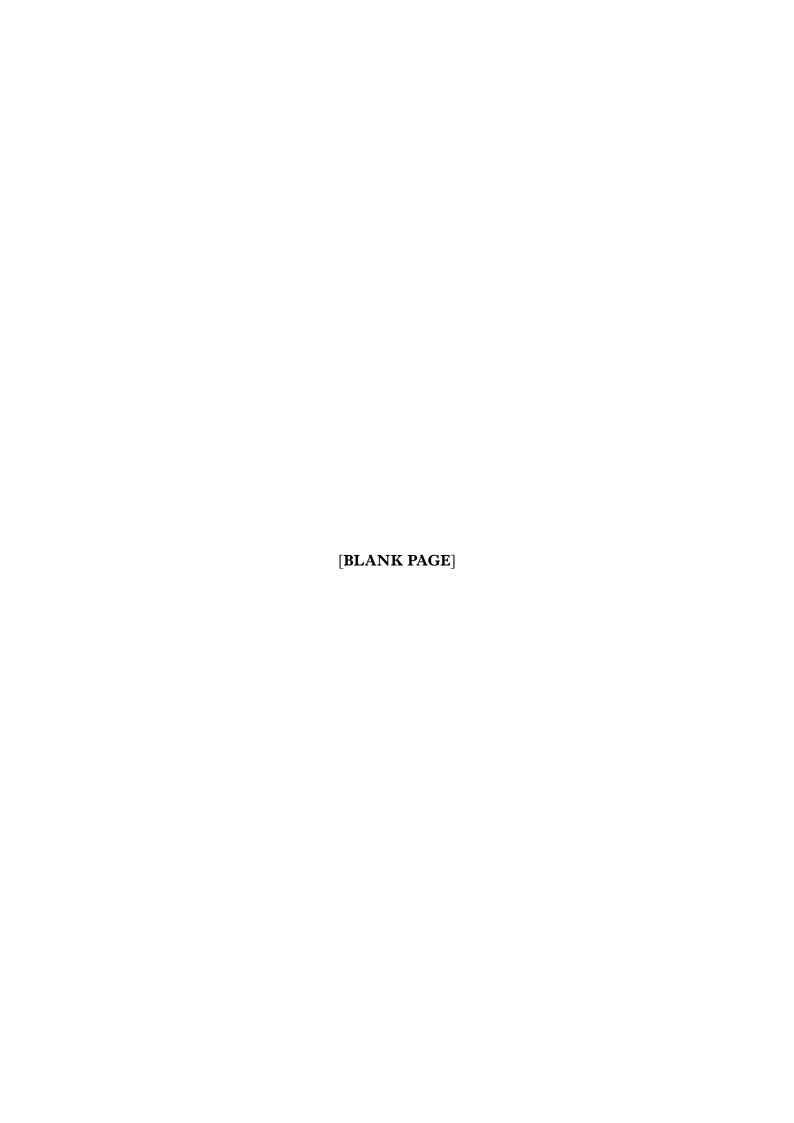
- Owner/Candidate's name
- Supplier
- Local Community
- Bank
- Other lenders
- Local Government/Central Government

3

Do not accept employees

(60 marks)

[END OF EXEMPLAR ANSWERS/MARKING GUIDELINES]



Publication Code: BB2461H

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 at 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.			
С	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.

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	Foundation Level			neral vel		edit vel
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 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.