

Task 3: Extended Response & Case Study

Due Date: Friday 21st of June 2024

Task Distributed: 7th of June 2024

Unit: Marketing

Task Type: In-Class Extended
Response/Research

Task Weighting: 35%

Outcomes: H2, H5, H6, H7, H8, H9

Task Description

This assessment task will consist of an in-class response to an unseen question consistent with the structure of Section IV of the Business Studies HSC examination. Students will have 50 minutes to respond to the question in their timetabled lesson on Friday 21st of June 2024.

Students need to prepare for this task by studying the marketing topic, using the syllabus outline and incorporating the iPhone Apple and/or Mc Donald's case study and any other case study relevant to the topic. This will require further research will also be required to add to the case study material.

There are a variety of useful websites that may assist with your research. For example, <http://www.afrbiz.com.au/index.html> and <http://www.hscfocus.com/hsie/business-studies/business-studies-case-studies/>. Also, accessing the website of individual businesses is useful with an abundance of information provided in some instances, particularly in terms of their marketing activities.

NESA Glossary of Key Words

Check the NESA Glossary of Key Words for further guidance

<https://educationstandards.nsw.edu.au/wps/portal/nesa/11-12/hsc/hsc-student-guide/glossary-keywords>

Details of Submission

This task will be completed in your timetabled lesson on **Friday 21st of June (Bus1 – Period 4, Bus2 – Period 2 and Bus3- Period 3)**

Students must bring the required equipment for the examination, which is a black pen. All writing paper will be provided. Students are NOT permitted to bring notes into the exam.

Students who are absent from the examination, or have a legitimate reason for missing the task, must notify the school before the exam commences. To avoid a zero mark being awarded, any absence must be supported by valid misadventure/illness documentation outlined in the Year 12 Assessment Booklet.

Teacher Feedback and Student Self-Reflection

- The task will typically be returned to students within two weeks of the due date.
- At this time feedback including information on how to improve will be provided through the marking criteria.
- Students can clarify or seek further feedback by speaking with their teacher or the assessment marker.
- Upon return of the task, students will also be expected to complete a self-reflection on google classroom.

How does this link to my learning?

In this assessment task, students will be assessed on their ability to demonstrate an understanding of the content and concepts covered Marketing. This task will require students to apply their knowledge of the syllabus and case study material while also demonstrating business report/ essay writing skills.

Assessment Procedures

All students should be fully aware of the School Assessment Procedures for their year group. These were provided at the beginning of the school year and are available off the school website under the Learning Tab for each year group.

Marking Criteria

Marking guidelines stating the specific criteria for each question will be given to students with feedback when the task is returned.

The rubric that appears in the Business Studies exam in the HSC will also be the basis for this assessment task. Students will be assessed on how effectively they interpret the question and integrate case study material into their response. (See the rubric below)

In your answer you will be assessed on how well you:

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- demonstrate knowledge and understanding relevant to the question
 - apply relevant business case study/studies and contemporary business issues
 - communicate using relevant business terminology and concepts
 - present a sustained, logical and cohesive response
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