

Task Name: Extended Response	Unit: Marketing
Task Distributed: 16-06-2025	Task Due: 1-07-2025
Task Type: In-Class Extended Response incorporating case study material	Syllabus Outcomes: H2, H4, H5, H6, H7, H8, H9
Task Weighting: 30%	Task number for Course: 3

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 45 minutes to respond to the question in their timetabled lesson on **Tuesday 1st of July**.

Students need to prepare for this task by studying the marketing topic, using the syllabus 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 Keywords

Analyse- Identify components and the relationship between them/ Draw out and relate implications

Assess- Make a judgement of value, quality, outcomes, results or size.

Explain- Relate cause and effect/ Make the relationships between things evident/ Provide why and/or how.

Examine- Inquire into

Evaluate- Make a judgement based on criteria

Understand the verb associated with the task. The verb will provide an understanding of the detail needed to answer the question successfully. Check the NESA Glossary of Key Words:

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

Details of Submission:

This assessment will be an in-class essay to be completed in Period 6 on the **1-07-2025**

Students must bring the required equipment for the examination, including a black pen.

All writing papers will be provided.

Absences on the day will be dealt with in accordance with school policies.

Assessment Procedures

All students should be fully aware of the school assessment procedures. For more information, students should access their 2025 Assessment Guide.

Feedback provided

- The task will be typically returned to students within two school weeks of the submission date.
- At this time feedback including information on how to improve will be delivered through mechanisms such as marking criteria, and/or written comments.
- Students can clarify or seek further feedback by arranging to meet with their teacher.

Self-Reflection Component

Students will be required to complete a self-reflection worksheet at the time students receive their assessment mark and teacher feedback. Self-reflection is an important part of the learning process as it provides an opportunity to reflect on the strength of your performance, as well as areas that have been identified to strengthen in future tasks.

What Areas of Learning will this Assessment Task Report On?

In this task, you will be assessed on your 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.

Marking Criteria

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:

- 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