



**BUSINESS STUDIES
YEAR 12
2008**

ASSESSMENT TASK NOTIFICATION

Assessment Type: Stimulus Task

Weighting: 20%

Date: Friday 9th November, 2007

Time: Recess, Room 8

Length: 5-6 A4 Pages (typed)

Syllabus Topics Covered: Business Management & Change

Outcomes Assessed:

H2.1 describes and analyses business functions and operations and their impact on business success

H3.2 evaluates the effectiveness of management in the organisation and operations of business and its responsiveness to change

H3.3 analyses the impact of management decision-making on stakeholders

H4.1 evaluates management strategies in response to internal and external factors

H5.3 communicates business information, ideas and issues, using relevant business terminology and concepts in appropriate forms

TASK:

With reference to Qantas and relevant theory provide a response, in Business report format, to the following.

- Explain the nature and sources of change that have demanded new responses and strategies from business managers.
- Evaluate how Qantas has responded to this change.
- Critically analyse the resistance encountered by Qantas in implementing change at the airline.

Class Teachers:
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HSIE Co-ordinator:
Ms K. Walker

**Business Studies Stimulus paper – QANTAS Assessment value: 20%
(November 2007)**

Criteria	Marks
<ul style="list-style-type: none"> • Comprehensive response that clearly explains the broad range of sources leading to change in a business, the structural responses to change and the resistance to change encountered by a business. • Higher order responses will be able to evaluate, analyse and apply the theory when referring to the Qantas case study. • Integrates the stimulus appropriately, synthesising issues and applying relevant terminology and concepts • Presents a logical, well-structured response using report format. • Presents a comprehensive and detailed Bibliography using Harvard Referencing System. 	17–20
<ul style="list-style-type: none"> • Detailed response that clearly explains the broad range of sources leading to change in a business, the structural responses to change and the resistance to change encountered by a business. • Refers to the stimulus in most sections of the answer; however, one part of the question may be a much stronger response OR an extremely strong theory answer with only some reference to the Qantas case study. • Presents a logical, well-structured answer to the question and clearly communicates using business terminology and concepts. • Presents a detailed Bibliography using Harvard Referencing System. 	13–16
<ul style="list-style-type: none"> • Descriptive response that explains the broad range of sources leading to change in a business, the structural responses to change and the resistance to change encountered by a business. • Explains some of the critical issues and elements. • Some reference to the Qantas stimulus to illustrate the application of the theory • Communicates using some business terminology and concepts. • Presents a detailed Bibliography and may structure it according to the Harvard Referencing System. 	9–12
<ul style="list-style-type: none"> • Response that refers to some of the broad range of sources leading to change in a business, the structural responses to change and the resistance to change encountered by a business. • Refers to reasons why change may be resisted and/or management theories • Reiterates stimulus material and issues and utilises some terminology • Presents a Bibliography and may structure it according to the Harvard Referencing System. 	5–8
<ul style="list-style-type: none"> • Makes a brief reference to Qantas and some of the theory, lists some business terms and shows little or no evidence of structure. • Some elements of a bibliography may exist. 	1–4

Refer to page 28 of the school diary for definitions of *explain*, *evaluate* and *critically analyse*.