



**BUSINESS MANAGEMENT**

**ASSESSMENT ACTIVITY A – CASE STUDY  
WRITTEN ANALYSIS (PART 2)**

FAMILY NAME: \_\_\_\_\_

GIVEN NAME: \_\_\_\_\_

STUDENT CODE: \_\_\_\_\_

CLASS NAME: \_\_\_\_\_

ASSESSOR'S NAME: \_\_\_\_\_

DATE: \_\_\_\_\_

STRATEGY				
PC	Relevant part of the activity	Above Satisfactory	Satisfactory	Not Yet Satisfactory
2.1	Business Analysis	The student has been able to identify the <b>different parts of the business</b> and their functions. The <b>organisation's objectives</b> are also clearly explained and each part of the discussion is supported by specific <b>examples</b> from the case study.	The student has been able to identify the <b>different parts of the business</b> and their functions. The <b>organisation's objectives</b> are also explained and some parts of the discussion are supported by specific <b>examples</b> from the case study.	The student has not been able to identify the <b>different parts of the business</b> or the organisation's objectives. There is little or no use of <b>examples</b> from the case study in the discussion.
		At least one (1) <b>theoretical</b> area has been accurately applied to analyse business effectiveness in a clear, fluent and logical manner.	At least one (1) <b>theoretical</b> area has been successfully applied to analyse business effectiveness. The analysis demonstrates an understanding of the theory. Some minor inconsistencies in the application of the theory are permissible.	An attempt may have been made to apply a <b>theory</b> to analyse business effectiveness. However, the analysis lacks coherence and is often not logical.
		<b>10-8 marks</b>	<b>7-5 marks</b>	<b>4-0 marks</b>
1.4 2.6	Role of Manager	The role of the Manager has been defined and supported with a comprehensive example for each of the following aspects discussed:	The role of the Manager has been defined and supported with a satisfactory example for each of the following aspects discussed:	The role of the Manager has not been defined or supported with relevant example or there was a lack of discussion for each of following aspects:
		<ul style="list-style-type: none"> <li>Setting business objectives and <b>strategies</b>.</li> </ul>	<ul style="list-style-type: none"> <li>Setting business <b>objectives and strategies</b>.</li> </ul>	<ul style="list-style-type: none"> <li>Setting business <b>objectives and strategies</b>.</li> </ul>
		<ul style="list-style-type: none"> <li>Promoting success through a <b>positive business culture</b>.</li> </ul>	<ul style="list-style-type: none"> <li>Promoting success through a <b>positive business culture</b>.</li> </ul>	<ul style="list-style-type: none"> <li>Promoting success through a <b>positive business culture</b>.</li> </ul>
		<ul style="list-style-type: none"> <li>Managing <b>human resources</b>.</li> </ul>	<ul style="list-style-type: none"> <li>Managing <b>human resources</b>.</li> </ul>	<ul style="list-style-type: none"> <li>Managing <b>human resources</b>.</li> </ul>
		<b>10-8 marks</b>	<b>7-5 marks</b>	<b>4-0 marks</b>
N/A	Format	The journal entry has a clearly identifiable Introduction, body and conclusion. The main elements for each section as identified in the task description are included and the student is able to successfully link ideas to create a coherent logical text.	The journal entry has a clearly identifiable Introduction, body and conclusion. The main elements for each section as identified in the task description are included, although some lack of cohesion may be evident.	The journal entry does not have a clearly identifiable Introduction, body and conclusion. Some of the main elements for each section as identified in the task description are not included. There is a significant lack of cohesion which makes it difficult for the reader to follow the main ideas being presented.
		A reference list is provided. The correct format described in the task description is used. The list contains very few errors and no systematic errors.	A reference list is provided. The correct format described in the task description is used, minor systematic errors are permissible.	A reference list may be provided but it contains many errors and does not follow the format described in the task description
		<b>5-4 marks</b>	<b>3 marks</b>	<b>2-0 marks</b>

<b>TOTAL MARKS</b>	<b>/25</b>
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Assessor's Comments (Strengths/Areas of Improvement)

**Percentage %:**

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