



External Assessment Report 2015

Subject(s)	Business Management
Level(s)	Intermediate 1

The statistics used in this report are prior to the outcome of any Post Results Services requests

This report provides information on the performance of candidates which it is hoped will be useful to teachers/lecturers in their preparation of candidates for future examinations. It is intended to be constructive and informative and to promote better understanding. It would be helpful to read this report in conjunction with the published question papers and marking instructions for the examination.

Comments on candidate performance

General comments

Overall, candidates performed at a similar standard to last year.

Many candidates seemed to have a poor understanding of business terms other than the most basic terms.

Areas in which candidates performed well

- ◆ reasons for setting up a business
- ◆ types of business organisation in the private sector
- ◆ methods of production
- ◆ stock holding
- ◆ recruitment and selection
- ◆ ICT
- ◆ stakeholders
- ◆ sources of finance

The relevant questions were:

Section 1

- ◆ Question 1 (a): Most candidates were able to outline reasons for setting up a business.
- ◆ Question 5 (a): Most candidates were able to describe one advantage and one disadvantage of a private limited company.
- ◆ Question 5 (b): Most candidates were able to describe one other type of business organisation in the private sector.

Section 2

- ◆ Question 1 (a): Most candidates knew how to identify and describe a method of production.
- ◆ Question 1 (b): Most candidates knew how to describe a problem of overstocking and a problem of understocking.
- ◆ Question 2 (b): Most candidates knew how to identify 2 documents that could be used during the recruitment and selection process.
- ◆ Question 3 (a): Most candidates knew how to correctly identify software applications from pictures.
- ◆ Question 6: Most candidates were able to match up descriptions of sources of finance with the appropriate term.

Areas which candidates found demanding

- ◆ field research
- ◆ sectors of the economy

- ◆ financial statements
- ◆ job description
- ◆ shareholders

The relevant questions were:

Section 1

- ◆ Question 2 (b): Many candidates gave general advantages of market research rather than advantages specific to the methods identified.
- ◆ Question 4: Many candidates showed poor understanding of the term *sector of the economy*. In addition there were many candidates who correctly identified the public sector but then described a PLC.
- ◆ Question 6 (b): Few candidates were able to identify and describe a financial statement different to a cash budget.

Section 2

- ◆ Question 2 (a): Many candidates confused job description with person specification.
- ◆ Question 5: Few candidates were able to describe the influence of shareholders.

Advice to centres for preparation of future candidates

- ◆ Candidates should have a clear understanding of all appropriate business terms.
- ◆ Candidates should try to give developed answers (ie several words at least) when answering *describe* questions.

Statistical information: update on Courses

Number of resulted entries in 2014	335
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Number of resulted entries in 2015	38
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Statistical information: Performance of candidates

Distribution of Course awards including grade boundaries

Distribution of Course awards	%	Cum. %	Number of candidates	Lowest mark
Maximum Mark – 50				
A	21.1%	21.1%	8	35
B	23.7%	44.7%	9	30
C	7.9%	52.6%	3	25
D	21.1%	73.7%	8	22
No award	26.3%	-	10	-

For this Course, grade boundaries have been stable for a number of years and the intention was to set similar grade boundaries to previous years. The Course assessment functioned as intended, therefore no adjustment to grade boundaries was required.

General commentary on grade boundaries

- ◆ While SQA aims to set examinations and create marking instructions which will allow a competent candidate to score a minimum of 50% of the available marks (the notional C boundary) and a well prepared, very competent candidate to score at least 70% of the available marks (the notional A boundary), it is very challenging to get the standard on target every year, in every subject at every level.
- ◆ Each year, SQA therefore holds a grade boundary meeting for each subject at each level where it brings together all the information available (statistical and judgemental). The Principal Assessor and SQA Qualifications Manager meet with the relevant SQA Business Manager and Statistician to discuss the evidence and make decisions. The meetings are chaired by members of the management team at SQA.
- ◆ The grade boundaries can be adjusted downwards if there is evidence that the exam is more challenging than usual, allowing the pass rate to be unaffected by this circumstance.
- ◆ The grade boundaries can be adjusted upwards if there is evidence that the exam is less challenging than usual, allowing the pass rate to be unaffected by this circumstance.
- ◆ Where standards are comparable to previous years, similar grade boundaries are maintained.
- ◆ An exam paper at a particular level in a subject in one year tends to have a marginally different set of grade boundaries from exam papers in that subject at that level in other years. This is because the particular questions, and the mix of questions, are different. This is also the case for exams set in centres. If SQA has already altered a boundary in a particular year in, say, Higher Chemistry, this does not mean that centres should necessarily alter boundaries in their prelim exam in Higher Chemistry. The two are not that closely related, as they do not contain identical questions.
- ◆ SQA's main aim is to be fair to candidates across all subjects and all levels and maintain comparable standards across the years, even as arrangements evolve and change.