

MANILLA CENTRAL SCHOOL - ASSESSMENT TASK NOTIFICATION

**Year 12**  
**Business Studies**  
**L Nielsen**



**Task Number: 2**  
**Weight: 25%**

**Notification Date: 28/2/2024**

**Due Date: Friday, 20/3/2024**

**hard copy to Ms Nielsen by 3:20pm**

OUTCOMES ASSESSED

H4 analyses business functions and processes in large and global businesses  
H6 evaluates the effectiveness of management in the performance of businesses  
H7 plans and conducts investigations into contemporary business issues  
H8 – Organises and evaluates information for actual and hypothetical business situations  
H9 communicates business information, issues and concepts in appropriate formats

TASK DESCRIPTION

**Unit:** Marketing

**Task type:** Analysis of marketing plan and writing of business report.

This task will provide students with the opportunity to demonstrate their knowledge of Marketing

TASK INSTRUCTIONS

In this topic – Marketing, we have looked at the elements of the marketing process. This task will assess your ability to evaluate and analyse a marketing plan for an existing business.

You need to:

1. Thoroughly read the supplied marketing plan for a large business.
2. Analyse the marketing plan using the following guidelines;
  - analyse the extent to which each of the five elements of the marketing process is addressed
  - explain the areas of strength and any weaknesses in the marketing plan
  - make three or four realistic recommendations to improve this marketing plan

Write an analytical business report of your findings in no more than four A4 pages, using size 12 font (approx. 800 words) and submit as a hard copy

Teacher's signature: \_\_\_\_\_

HT Admin signature: \_\_\_\_\_

Deputy Principal's signature: \_\_\_\_\_

Criteria	Mark
<ul style="list-style-type: none"> <li>• Clearly and accurately analyses ALL of the elements present in the business's marketing plan</li> <li>• Explains in extensive detail ALL areas of strength and weakness in the business's marketing plan</li> <li>• Provides detailed discussion including three or four specific and appropriate suggestions as improvements to the business's marketing plan</li> <li>• Provides a well-structured response in a cohesive business report format, using appropriate business terminology and concepts</li> </ul>	21–25
<ul style="list-style-type: none"> <li>• Analyses MOST elements present in the business's marketing plan in detail</li> <li>• Explains MOST of the strengths and weaknesses in the business's marketing plan in detail</li> <li>• Discusses three or four targeted suggestions as improvements for the business's marketing plan</li> <li>• Provides a cohesive response in a business report format, using appropriate business terminology and concepts</li> </ul>	16–20
<ul style="list-style-type: none"> <li>• Discusses SOME elements present in the business's marketing plan</li> <li>• Discusses SOME strengths and weaknesses in the business's marketing plan</li> <li>• Outlines SOME suggestions for improvements to the business's marketing plan</li> <li>• Provides a response in general report format using business terminology</li> </ul>	11–15
<ul style="list-style-type: none"> <li>• Outlines SOME elements present in the business's marketing plan</li> <li>• Briefly outlines SOME strengths OR weaknesses in the business's marketing plan</li> <li>• Outlines limited suggestions for improvements to the business's marketing plan</li> <li>• Provides a response in paragraph format or incomplete report format that is not within the length specified</li> <li>• Communicates using limited business terminology</li> </ul>	6–10
<ul style="list-style-type: none"> <li>• Outlines SOME/NONE of the elements of a business's marketing plan</li> <li>• Lists SOME areas of strength OR weakness in the business's marketing plan</li> <li>• Lists suggested improvement/s for the business's marketing plan</li> <li>• Provides a response with limited business terminology and/or incorrect format</li> </ul>	1–5
<ul style="list-style-type: none"> <li>• Non-attempt or not handed in</li> </ul>	0

Comments:

Teacher signature \_\_\_\_\_ Date \_\_\_\_\_

Task Mark	Task Rank	Cumulative Rank