Assessment Schedule – 2026

Scholarship Business Studies (93406)

Evidence

Question One: Change management

The response in Question 1 is marked against the performance descriptors defined below and awarded a score.

	Score	Performance descriptor
Outstanding Scholarship	**7,8**	The candidate produces and effectively communicates a business analysis of the strategic tension at *Pacific Tide Seafoods Ltd* that demonstrates *sophisticated integration and abstraction* of the resource material. **AND** This response is complete and demonstrates exceptional *perception and insight* into the broader societal, economic, and cultural impacts on local iwi and global markets. **AND** Demonstrates *independent reflection and extrapolation* by analysing contemporary automation trends and socio-cultural frameworks to construct innovate, sustainable strategic solutions that bridge the gap between regional iwi expectations and global market demands. **AND** Communication is highly *convincing*, fluent, coherent, and uses accurate business terminology. (For 7, the level of *convincing communication* and *perception and insight* may not be as developed as above).
Scholarship	**5,6**	The candidate produces and effectively communicates a sophisticated business analysis evaluating the rollout timelines and the core strategic tensions at *Pacific Tide Seafoods Ltd*. **AND** Demonstrates a high level of *analysis and critical thinking* by explicitly mapping out the strengths, limitations, and operational impacts of both the 6-month and 18-month rollouts on stakeholder groups. **AND** Demonstrates *the integration, synthesis and application of highly developed knowledge, skills and understanding to complex situations* by seamlessly connecting the external financial pressures (e.g., bank loan restrictions, inflation, and the threat of a major Japanese customer walking away) with the internal socio-cultural framework risks (*pūtake*, *whanaungatanga*, and regional youth unemployment). **AND** The strategic discussion and evaluation reflect *consistent logical development, precision and clarity of ideas*. (For 5, the level of *logical development and clarity* and *analysis and critical thinking* may not be as developed as above).
Below Scholarship	**3,4**	The candidate produces and communicates a business analysis evaluating the rollout timelines and the core strategic tensions at *Pacific Tide Seafoods Ltd*. **AND** Demonstrates some *analysis and critical thinking* by explicitly mapping out the strengths, limitations, and operational impacts of both the 6-month and 18-month rollouts on stakeholder groups. **AND** Demonstrates some *integration, synthesis and application of highly developed knowledge, skills and understanding to complex situations* by connecting the external financial pressures (e.g., bank loan restrictions, inflation, and the threat of a major Japanese customer walking away) with the internal socio-cultural framework risks (*pūtake*, *whanaungatanga*, and regional youth unemployment). **AND** The strategic discussion and evaluation reflect some *logical development and clarity of ideas*.

		(For 3, the level of *logical development and clarity* and *analysis and critical thinking* is less developed).
	2	The answer shows *limited understanding relevant to the question;* although *some information is recalled* (e.g., the $6 million automation cost, rollout timelines, or Japanese customer pressures), *ideas are not explained or analysed* because the candidate fails to use business frameworks to evaluate the strategic tension between socio-cultural sustainability and technological change at Pacific Tide Seafoods Ltd. Little *analysis and critical thinking* is evident.
	1	The candidate's response contains a minimal amount of relevant evidence.
	0	No response; no relevant evidence

Question TWO: Investment decision

The response in Question 2 is marked against the performance descriptors defined below and awarded a score.

	Score	Performance descriptor
Outstanding Scholarship	**8**	Demonstrates a thorough and insightful understanding of investment decision-making in the context of Tipu, correctly applying the appraisal techniques (NPV, payback and ARR) and profitability/liquidity analysis to the projections to support the analysis. **AND** Draws perceptively on the resource material to critically evaluate the strengths and limitations of financial and non-financial for all three options, and reaches a decisively justified recommendation of one option, with convincing trade-off reasoning against the rejected alternatives. May recognise that the appraisal methods rank the options differently, test the certainty of projected benefits, or note that Option 2's savings continue beyond the six-year horizon demonstrating independent reflection and extrapolation, even though this is not specifically required. **AND** Demonstrates sophisticated integration and abstraction weaving multiple business theories and/or concepts and relevant Māori business concepts (e.g. pūtake, kaitiakitanga, quadruple bottom line) into a coherent and sustainable solution. **AND** Provides evidence of convincing communication: the report is planned, logically structured (introduction, analysis of each option, recommendation), succinct and clearly articulated. *(For 7, the level of insight, integration and communication is not as developed as above.)*
Scholarship	**5,6**	Demonstrates a thorough understanding of investment decision-making in the context of Tipu and supports the analysis with mostly correct appraisal calculations. **AND** Draws on the resource material to evaluate the strengths and limitations of the options and reaches a justified recommendation, but the critical evaluation and trade-off reasoning are less fully developed, or one option is developed less critically than the others. **AND** Integrates relevant business theory/concepts and at least one Māori business concept with a competent level of synthesis, though abstraction is less sophisticated than above. **AND** The discussion is clear and logically developed, but the report may be less succinct or less tightly structured. *(For 5, the understanding, critical thinking, integration and decision-making are not as detailed as above.)*
Below Scholarship	**3,4**	Some understanding of investment decision-making, with partial or partially correct appraisal calculations and some information misinterpreted. **AND** Describes strengths and/or limitations of the options but with limited reference to the case material or critical evaluation; may not reach a clearly justified recommendation, or recommendation without weighing the alternatives. **AND** Limited integration of business theory/concepts and Māori business concepts; communication may be loosely structured. *(For 3, there is limited understanding of the decision-making context.)*
	2	Limited understanding relevant to the question. Some information is recalled, but ideas are not explained, analysed or integrated, and there is little or no use of the financial information.
	1	The answer contains a minimal amount of relevant evidence.
	0	No response; no relevant evidence

Question Three: Marketing a new product

The response in Question 3 is marked against the performance descriptors defined below and awarded a score.

	Score	Performance descriptor
Outstanding Scholarship	**7,8**	The candidate develops a customer profile that demonstrates *sophisticated integration and abstraction* of the resource material and is appropriate for *Waiora Marine.* **AND** Creates a marketing mix that aligns with the customer profile developed. This may be a 4P marketing mix or a 7P marketing mix but will demonstrate *perception and insight* and *independent reflection and extrapolation* with regard to the marketing activities identified and the target market. **AND** Prepares a sales forecast with two contingency actions. These will include *sophisticated integration and abstraction* of the resource material as well as demonstrating *perception and insight.* **AND** Has *convincing communication.* (For 7, the level of *convincing communication* and *perception and insight* may not be as developed as above).
Scholarship	**5,6**	The candidate develops a customer profile that demonstrates *integration, synthesis and application* of the resource material and is appropriate for *Waiora Marine.* **AND** Creates a marketing mix that aligns with the customer profile developed. This may be a 4P marketing mix or a 7P marketing mix but will demonstrate *analysis and critical thinking* with regard to the marketing activities identified and the target market. **AND** Prepares a sales forecast with two contingency actions. These will include *integration, synthesis and application* of the resource material as well as demonstrating *analysis and critical thinking.* **AND** Has *logical development and clarity.* (For 5, the level of *logical development and clarity* and *analysis and critical thinking* may not be as developed as above).
Below Scholarship	**3,4**	The candidate produces and communicates a business analysis evaluating the rollout timelines and the core strategic tensions at *Pacific Tide Seafoods Ltd*. **AND** Demonstrates some *analysis and critical thinking* by explicitly mapping out the strengths, limitations, and operational impacts of both the 6-month and 18-month rollouts on stakeholder groups. **AND** Demonstrates some *integration, synthesis and application of highly developed knowledge, skills and understanding to complex situations* by connecting the external financial pressures (e.g., bank loan restrictions, inflation, and the threat of a major Japanese customer walking away) with the internal socio-cultural framework risks (*pūtake*, *whanaungatanga*, and regional youth unemployment). **AND** The strategic discussion and evaluation reflect some *logical development and clarity of ideas*. (For 3, the level of *logical development and clarity* and *analysis and critical thinking* is less developed).
	2	The response shows limited understanding relevant to the question. A customer profile is developed, a marketing mix created, and a sales forecast and contingency actions have been suggested, but there is limited evidence of *integration, synthesis and application* of the resource material. Little *analysis and critical thinking* is evident.
	1	The answer contains a minimal amount of relevant evidence.
	0	No response; no relevant evidence

Cut Scores

Scholarship	Outstanding Scholarship
XX–XX	XX–24