Assessment Specifications

Scholarship Business Studies 2027

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General information

Performance Standard: 93406

Assessment method: Examination, end of year

Assessment medium: Online digital examination/Printed paper

Business Studies subject page

National secondary examinations timetable

Format of the assessment

The examination will consist of three questions which may be divided into more than one part. Candidates will refer to provided resources in their responses to each question.

Candidates need to be familiar with all eight topics listed in the Special Notes section below. These topics represent the assessable content and indicate what may be examined. Each year, the examination will place particular emphasis on three of these topics.

Further information about digital external assessment can be found on the NZQA website:

Digital external assessment

Equipment required

A ruler for drawing graphs, and an approved calculator are required.

Resources or information supplied

A resource booklet will be provided for use during the examination.

Special notes

The curriculum examined will include the Business Studies achievement objectives up to and including Level 8 of the New Zealand Curriculum (i.e. including L1–L3 NCEA Business Studies achievement standards).

Candidates are expected to be familiar with the following business theories and/or concepts:

Quality Management

- Quality Control
- Quality Assurance
- Total Quality Management

- Kaizen
- Quality Circles
- Costs and benefits of quality management / the significance of quality to business success

Innovation

- Business Model Canvas
- Design Thinking
- Disruptive Innovation
- Product vs process innovation
- Corporate cultures and strategies that encourage innovation
- Intellectual property management (patents, trademarks, copyright, trade secrets) as part of innovation

Change Management

- The Prosci ADKAR Model
- Kotter's 8-Step Change Model
- Lewin's Change Management Model
- McKinsey 7-S Model
- Drivers of, and resistance to, change; costs and benefits of change management

Capital Investment Decisions

- Payback Period
- Accounting Rate of Return
- Net Present Value
- Qualitative factors affecting investment decisions
- Time value of money / discounted cash flow (the principle underpinning NPV)

In the Capital Investment Decisions topic, ākonga may be required to make calculations.

Marketing

- The Marketing Mix
- Product Life Cycle
- Blue Ocean Strategy
- Porter's Five Forces
- SWOT Analysis
- PESTEL
- Boston (BCG) Matrix
- Ansoff Matrix
- Market segmentation, targeting and positioning (STP)
- The marketing mix as 7Ps as well as 4Ps for services

Human Resource Motivation

- Herzberg's Two-Factor Theory
- Maslow's Hierarchy of Needs
- Expectancy Theory
- Goal-Setting Theory
- Taylor (scientific management), Mayo (human relations), McGregor (Theory X / Theory Y)
- Financial and non-financial motivators; intrinsic and extrinsic motivators

Māori Business Concepts

- Pūtake — the underlying purpose or reason a business exists (its founding kaupapa)
- Tūranga — the foundation or basis on which the venture stands (including its asset base and legal structure)
- Tikanga — the ethical framework guiding what is right and correct; the basis for decision-making and conduct
- Kaitiakitanga — guardianship and stewardship of resources for future generations
- Rangatiratanga — self-determination and leadership
- Manaakitanga — care, hospitality and reciprocity
- Whanaungatanga — relationships and kinship
- Kotahitanga — unity and collective effort
- Multiple / quadruple bottom line — pursuing economic, social, cultural (including spiritual) and environmental goals alongside profit

Business Environment & Strategy

- Cultural intelligence and responsiveness (protocols, relationships, flexibility)
- Business strategy: mission statement, corporate objectives, SMART aims
- Sources of business support (e.g. NZTE, Trade Commissions, and other government and non-government agencies)
- Factors affecting business location
- Risks and opportunities of expanding globally (costs, cultural and language barriers, economic uncertainty, legal regulations, trade agreements, exchange rates)

Special assessment conditions

Refer to the NZQA website for further information:

Aromatawai special assessment conditions