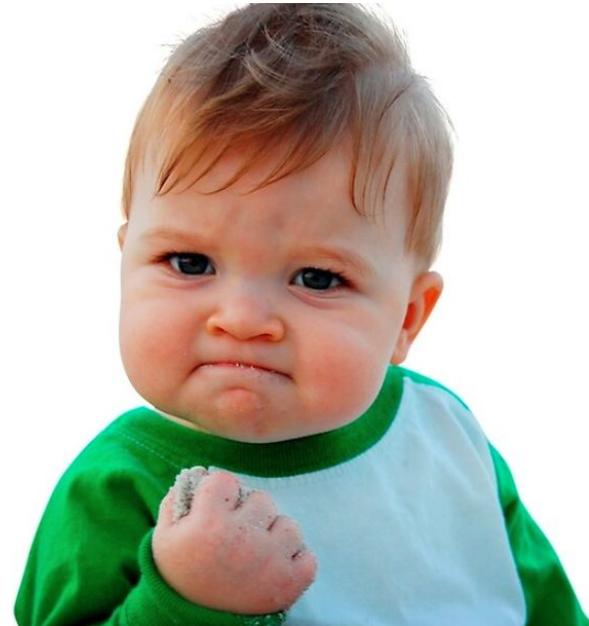


NCEA Marketing

How to answer for Achieved, Merit, Excellence

10 Business Studies



NCEA questions & answers

Achieved: Describe, identify, state, **define** concepts, examples

Merit: . . plus Explain

- give **reasons** why,
- use 'because',
- apply MHO **theory / concepts** to product

Excellence: . . plus Fully explain

- advantages & disadvantages
- consequences (**so what?**)
- integrate / **link** other business knowledge



Achieved (facts)

Describe, identify, state or define **facts** in context.

(relevant business knowledge (MHO), examples, Māori concepts)

Example:

Toblerone chocolate is **wrapped in foil** and comes in a **triangular shaped box**. The **brand name is in big bold red lettering**. There are also **pictures of the Swiss alps** or mountains on the sides of the box. Included in its **labelling** are the **ingredients** and **weight** of the product.

Facts stated / described



Merit (why?)

Explain 'why' in context.

(relevant business knowledge (MHO), examples, Māori concepts)

Example:

This ensures the chocolate is **not damaged** and **stays fresh** for consumers in transport to retailers. It's triangle shape is **easy to stack** in boxes for global distribution. The shape represents the alps in Switzerland, known for high quality chocolate. Toblerone is **signalling its own high quality**. The shape is **easily recognised** and distinguishes it from other chocolate bars on retail shelves. The bold brand lettering also **distinguishes it from competition**.

Explains why



Excellence (so what? links)

Fully explain links between knowledge, examples, concepts (impacts, effects or consequences on the business)

Example:

Consequences / links

These packaging features help global product distribution and keep it fresh. A **stale** product would **worsen sales and brand image and consumer loyalty**. The features that **make it stand out** can **give the brand a competitive advantage** as consumers can easily recognise the product on the shelf.

Effects explained

A **drawback** for the business of unusual **packaging** is higher **production costs**, which could **make the product less profitable**.