



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

13 Jackson Kaujeua Street
Private Bag 13388
Windhoek
NAMIBIA

T: +264 61 207 2081
F: +264 61 207 9081
E: coll@nust.na
W: www.nust.na

Centre for Open and Lifelong Learning

FEEDBACK TUTORIAL LETTER

2ND SEMESTER 2020

ASSIGNMENT 1

SMALL AND MEDIUM ENTERPRISE STRATEGY

(BES712S)

BES712D 2020 S2 ASSIGNMENT 1 FEEDBACK

ASSIGNMENT 01:

Based on the knowledge that you have acquired from the above mentioned chapters (3 – 6) in the prescribed text book, discuss exactly how you would perform a comprehensive (internal and external) environmental analysis for a small or micro enterprise in the TOURISM industry in your region/district. Your answer should include a realistic range of specific variables associated with current conditions in the mentioned industry.

100 marks

TOTAL: 100 marks

Your answer to the above mentioned assignment has been assessed as follows:

- Application and reference to the **relevant theory** contributes a 40% weight to the final mark;
- Your discussion should not have been merely listing, naming or providing the facts from other sources, but should have been **well and uniquely argued**. This discussion contributes an extra 10% of the mark obtained for the relevant theory discussion in point one above to the final mark;
- Use of your **own words** in your answers or discussion contributes an extra 5% of the mark obtained for the relevant theory discussion in point one above to the final mark;
- Use of **practical examples** to clarify or further explain the concepts in your answer contributes an extra 10% of the mark obtained for the relevant theory discussion in point one above to the final mark;
- When you refer to certain sources in your answers, you should have applied the APA House style referencing technique. **Correct referencing** in your answer contributes an extra 5% of the mark obtained for the relevant theory discussion in point one above;
- The correct use of the **English language, grammar, spelling and syntax** in your answer contributes an extra 5% of the mark obtained for the relevant theory discussion in point one above;
- Your final mark was lastly adjusted according to the indicated **Turnitin similarity %** on a sliding scale. If the indicated similarity % is less than 20%, you were credited with an additional **25%** of the mark obtained for the relevant theory discussion in point one above. A sliding scale have been applied if the indicated similarity % is higher than 21% as follows: an extra **20%** of the mark obtained in point one above was added if your similarity % is between 21 – 30%; an extra **15%** of the mark obtained in point one above was added if your similarity % is between 31 – 40%; an extra **10%** of the mark obtained in point one above was added if your similarity % is between 41 – 50%; an extra **5%** of the mark obtained in point one above was added if your similarity % is between 51 – 60%; If your similarity % is higher than 60%, you have received no additional marks added to your final mark.

The following rubric was applied to assess your answer:

Criteria	Weight	No performance Factor 0	Almost no performance Factor 1	Poor performance Factor 2	Less than average Factor 4	Average performance Factor 5	Better than average Factor 6	Good performance Factor 7	Excellent performance Factor 8	Almost perfect Factor 9	Perfect performance Factor 10
Theory	40%	No reference to relevant theory provided	Almost no reference to relevant theory	Poor reference to relevant theory	Less than average reference to relevant theory	There is an average reference to relevant theory	There is a better than average reference to relevant theory	There is good reference to relevant theory	The reference to relevant theory is excellent	Reference to relevant theory is almost perfect	Reference to relevant theory is perfect
Discussion	10%	No discussion included versus only naming/listing or provision of relevant facts	Almost no discussion included versus only naming/listing or provision of relevant facts	Poor discussion included versus only naming/listing or provision of relevant facts	Less than average discussion provided versus only listing/naming of facts	There is an average application of discussion in the text	Better than average discussion included in the text	A good discussion was presented	Excellent discussion presented	Almost perfect discussion presented	Perfect discussion presented
Own words	5%	No use of own words in discussion	Almost no words used in discussion	Poor use of own words in discussion	Less than average use of own words in the discussion	There is an average use of own words in the discussion	Better than average use of own words in the discussion	A good use of own words was included in the discussion	Excellent use of own words in the discussion	Almost perfect use of own words in the discussion	Perfect use of own words in the discussion
Examples	10%	No use of appropriate examples in the discussion to clarify/justify arguments	Almost no use of appropriate examples to clarify/justify arguments	Poor use of appropriate examples in the discussion to clarify/justify arguments	Less than average use of appropriate examples to clarify/justify arguments	There is an average use of appropriate examples to justify/clarify arguments	Better than average use of appropriate examples to clarify/justify arguments	Good and appropriate examples were presented in the answer	Excellent use of appropriate examples were presented to justify/clarify arguments	Almost perfect use of appropriate examples were presented to justify/clarify arguments	Perfect use of appropriate examples were presented to justify/clarify arguments
Sources	5%	No quoting of sources in APA House style referencing technique throughout text	Too few sources quoted in APA House referencing style throughout text	Poor quoting of sources in APA House style referencing technique throughout text	Less than average quoting of sources in APA House style referencing technique throughout text	Average application of APA House style referencing technique	Better than average application of APA House style referencing technique	Good mastery of APA House style referencing technique	Excellent application of APA House style referencing technique throughout text	Almost perfect application of APA House style referencing technique	Perfect application of APA House style referencing technique
English	5%	Flawed application of English language/grammar spelling/syntax throughout text	Almost no correct application of English language/spelling grammar/syntax throughout text	Poor application of English language/grammar spelling/syntax throughout text	Less than average application of English language/grammar spelling/syntax throughout text	Average application of correct English language/grammar spelling/syntax	Better than average application of English language grammar spelling and syntax in text	Good use of English language grammar spelling and syntax	Excellent use of English language grammar spelling and syntax in text	Almost perfect use of English language grammar spelling and syntax in text	Perfect use of English language grammar spelling and syntax in text
Similarity%	25%	A similarity % exceeding 60% is unacceptable	A similarity % between 56 and 60% is extremely poor	A similarity % between 51 and 55% is poor	A similarity % between 46 and 50% is accepted at a less than average level	A similarity % between 41 and 45% is average and acceptable	A similarity % between 36 and 40% is better than average and acceptable	A similarity % between 31 and 35% is good and acceptable	A similarity % between 26 and 30% is excellent and acceptable	A similarity % between 21 and 25% is almost perfect and acceptable	A similarity % of 20% or less is perfect and acceptable

*Half of the theory marks should be accredited to an answer that refers to the relevant underlying theory and half of the marks should be accredited to an answer that refers to specific **TOURISM** industry activities (not only mentioning generic terms).*

The maximum marks could be allocated for the underlying theory if the answer has similar meanings or explanations to support the context and arguments or key words/sentences contained in the list of components supporting the facts and arguments as presented in the list provided below:

- Internal environmental variables: people; structure; strategy; functional management domains; location; business model; corporate governance; culture; leadership; performance, etc...
- External environmental variables: market; customers; suppliers; competitors; social environment; technological environment; economic environment; politico-legal environment; natural environmental sensitivity; etc...

*The maximum marks could be allocated if the answer integrates the specified industry, **TOURISM**, properly. The answer will be evaluated based on the level of similar meanings or explanations to support the logistical industry context and arguments or key words/sentences that describes specified elements/activities that could be associated with elements in the value chain of activities of the logistical industry. The list of elements provided below, guides decision-making in the allocation of marks:*

- Tour consultant activities
- Travelling agencies which include (air; road; sea; railway transportation)
- Accommodation enterprises (hotels through sizes to self-catering apartments)
- All types of leisure activities at the tourist destination
- All types of professional activities at the tourist destination
- Restaurants
- Etc...