

Com 100 (INTS 2021) – TERM Assignment (20% of final grade)

Date Assigned COM 100 – June 23rd - 2021

DUE DATE: COM 100 – July 2nd, 2021 at 800 AM

This assignment draws on learnings from Chapter 1, (Understanding the Canadian Business System), Chapter 3 (Conducting Business Ethically and Responsibly) and Chapter 13 (Pricing, Promoting and Distributing Products).

As students and everyone else knows, the Covid 19 Pandemic has forced many changes to business systems within Canada, and around the world. Some of these changes are likely to be long lasting and in some cases perhaps permanent impacts to the business world.

Part 1 of this Assignment asks you to think about and respond to the following questions from Chapter 1 about the five (5) Factors of Production, and how these influence and change business – especially since the since the Covid 19 pandemic has impacted the world. (25 marks total).

- *How has the Covid 19 Pandemic affected the five (5) factors of production for businesses? Students are to carefully think about this (use personal experience as you wish) and explain your answers. Ensure you discuss all 5 factors and describe the impacts you believe that have occurred due to the pandemic. Are all of the impacts negative, or do you think that there may have been some positive outcomes forced on businesses (and countries) resulting from the pandemic?*
- *You need to justify your responses, try to answer utilizing concepts from Chapter 1 such as ‘The Laws of Supply and Demand’ and the concept of ‘Degrees of Competition’. If you are using external references these should be in your Bibliography and direct quotes need proper citations.*

Part 2 of this Assignment asks you to respond to concepts discussed in Chapter 3, Conducting Business Ethically and Responsibly. The specific question is “should businesses be allowed to reduce or vary their ethical conduct to ensure their survival through the pandemic?” (30 marks total)

- *One of the key areas of ethical conduct in business is the ‘Responsibility to Customers’. Within this responsibility, Consumer Rights is a prime business issue with a number of key business codes (six are detailed in the text) and described in your lecture and class notes. Can you describe a situation under the current pandemic conditions where you believe a company “might be allowed” to violate any of these responsibilities? Is there any way to justify this behaviour given the challenging business environment that currently exists? Carefully explain your answer.*

Part 3 of this assignment asks students to describe how some (or many) items have increased in price from the onset of the Covid 19 pandemic, this question relates to both Chapter 3 and Chapter 13 (Pricing, Promoting and Distributing Products). (25 marks total)

- *A number of consumer items (food, clothing, personal electronics and many others) have shown sharp price increases through the global pandemic. Students are to identify at least three items where they have noticed price increases, and explain why you think these price increases may have occurred. Are these price increases justifiable or are businesses taking advantage of consumers using the pandemic as an excuse. Use of personal examples is acceptable, but carefully think about your answer and justify your position (remember, some price increases may be unavoidable for businesses).*

Please ensure your paper has a cover page with your Name, Student Number and Class Section Number

Your paper must be submitted to me on Moodle on the Turn It In segment– as a word document.

Papers should about five (5) pages long (double-spaced please), with an appropriate citations if you have directly copied information from a source, and having a Bibliography using APA formatting (the Bibliography does not count as a assignment page but must be included to receive marks). REMEMBER – “Wikipedia” is not an acceptable citation or bibliography reference, it is only a type of search engine.

ALL papers must be **individually** written, consistent with CNC Academic Policy.

Assignments submitted late (up to 48 hours) without prior approval of the instructor are subject to a penalty of - **20%**;
Assignments that are not submitted within 72 hours will be marked **ONLY** at the discretion of the instructor.

COM 100 (INTS 2021) Term Assignment Assessment Guide

| Term Assignment | | | | | | |
|-------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|----------------------------------------------------------------------------|
| Criteria | <i>Superior</i> | <i>Excellent</i> | <i>Good</i> | <i>Fair</i> | <i>Poor</i> | <i>Missing</i> |
| | | | | | | 0 |
| Citations - Bibliography (Quoting Sources) 10 Marks | Sources are correctly formatted to APA specifications. | All citation elements are present but the citation has some formatting issues. | The citation is missing a minor data element but the source is still reasonably findable. | Citation is missing information such as the journal name or article title. | The citation is just a copy and paste from the database or catalog record. | Citation is missing, or only url is present, or only the title and author. |
| Part 1 - Factors of Production (5) 25 Marks | Well described pandemic impacts (if any) on all 5 Factors of Production. All elements well presented. | Missing key information on 1 Factor, or some information needs additional work. | Missing key information on 2 Factors, incomplete description of impacts. | Missing key information on 3 Factors, incomplete description of impacts. | Missing information on 4+ Factors, discussion of impacts is poor. | Missing |
| Part 2 – Ethical Conduct Discussion 30 Marks | A thorough discussion the rights of customers, all ‘Consumer Elements’ from text have been carefully explained. Student has fully explained if ethical conduct should or should not change during the pandemic. | Discussion has been provided but is not thorough or missing 1 text element. Ethical conduct question needs additional discussion. | Discussion has been provided but is not thorough or missing 2 text elements. Ethical conduct question needs additional discussion. | Discussion has been provided but is not thorough or missing 3 text elements. Ethical conduct question poorly addressed or missing. | Missing substantial information, poor discussion of question. | Missing |
| Part 3 – Pricing during Pandemic 25 Marks | At least 3 good examples of items that have shown price increases during pandemic. Superior description of why this happened, and if the price increase are justifiable. | 3 examples provided, but discussion is not well developed. Summarization of price justification needs additional explanation. | Missing 1 example and overall discussion needs more work. Justification discussion is weaker, and needs additional work. | Missing 2 examples, and discussion is incomplete, and needs substantial work. Justification discussion missing or very poor. | Missing substantial information, poor discussion of question. | Missing |
| Presentation 10 Marks maximum | 5 errors or less in punctuation, grammar, spelling. | 6 to 10 errors in punctuation, grammar, spelling. | 11 to 15 in punctuation, grammar, spelling. | Up to 20 errors. | Excessive errors | Excessive errors, poorly written |