



Victorian Certificate of Education 2010

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

STUDENT NUMBER

Figures

Words

Letter

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BUSINESS MANAGEMENT

Written examination

Friday 12 November 2010

Reading time: 3.00 pm to 3.15 pm (15 minutes)

Writing time: 3.15 pm to 5.15 pm (2 hours)

QUESTION AND ANSWER BOOK

Structure of book

<i>Number of questions</i>	<i>Number of questions to be answered</i>	<i>Number of marks</i>
7	7	65

- Students are permitted to bring into the examination room: pens, pencils, highlighters, erasers, sharpeners and rulers.
- Students are NOT permitted to bring into the examination room: blank sheets of paper and/or white out liquid/tape.
- No calculator is allowed in this examination.

Materials supplied

- Question and answer book of 16 pages.
- Additional space is available at the end of the book if you need extra paper to complete an answer.

Instructions

- Write your **student number** in the space provided above on this page.
- All written responses must be in English.

Students are NOT permitted to bring mobile phones and/or any other unauthorised electronic devices into the examination room.

Instructions

Answer **all** questions in the spaces provided.

Question 1

The Global Financial Crisis has led to a substantial reduction in the number of customers for Flyalot Airlines. Management is predicting that a further drop in customer numbers will occur over the next twelve months. As a result management is reviewing all areas of the organisation.

- a.** Define the term performance indicator.

1 mark

- b.** Identify and explain how **two** stakeholder groups of Flyalot Airlines would have been adversely affected by the Global Financial Crisis.

4 marks

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Question 1 – continued
TURN OVER

- d. For each of the strategies you have identified in **part c.**, select and justify a performance indicator that could be used to measure the success of the strategy.

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4 marks

Question 2

Wonderful Toys Company manufactures wooden blocks that were found to contain small amounts of lead paint that can be poisonous to children. The company recalled all of this product.

What management style could Wonderful Toys use in this crisis? Explain why you have chosen this management style. Refer to **two** features of this style in your explanation.

[illegible]

5 marks

Question 3

Ms West has just purchased a designer clothing and manufacturing company. She would like to expand the company and start exporting.

Compare and contrast **two** potential management structures that would assist Ms West to achieve these aims. Which management structure would you recommend to Ms West? Justify your choice.

[illegible]

6 marks

TURN OVER

Question 4

The Charity Foundation is a service organisation assisting children who have been affected by natural disasters. It aims to raise money and collect goods to distribute to children in need.

Identify and explain the key elements of The Charity Foundation's operations management system. In your answer provide one example of each key element.

[illegible]

6 marks

Ethical and socially responsible management is an important part of an operations management system.

[illegible]

TURN OVER

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Question 6 – continued
TURN OVER

- c. The Human Resource Manager at Allen's Advertising Agency also considers using reward management. Discuss how reward management is linked to motivation in an organisation. In your answer identify and explain the way one financial and one non-financial reward could improve motivation.

[illegible]

6 marks

- [illegible]

TURN OVER

Question 7

Managing change is a vital part of ensuring the success of a large-scale organisation. Analyse possible driving and restraining forces which might cause change in a large-scale organisation. Illustrate your answer with references to an issue or organisation that you have studied this year.

[illegible]

10 marks

Clearly number all responses in this space

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