



Victorian Certificate of Education 2011

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

STUDENT NUMBER

Figures

Words

Letter

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BUSINESS MANAGEMENT

Written examination

Friday 18 November 2011

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>
4	4	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

In the foyer of the head office of Southern Industries hangs a sign that states 'Employees are our most important resource. If we look after our staff everything else will take care of itself'.

- a. Define the term corporate culture.

1 mark

- b. Describe one way management can develop an organisation's corporate culture.

2 marks

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- This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

Question 1 – continued
TURN OVER

- d. The Human Resource Manager of Southern Industries needs to use performance indicators to assist him in monitoring staff morale.

Describe and justify **two** suitable performance indicators he could use to measure staff morale.

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4 marks

- Explain both induction and training and development. Discuss how these practices will assist in the effective management of staff.

[illegible]

Question 2

Freda Campbell is setting up a new business in Melbourne that will manufacture and sell furniture.

- a.** Evaluate **two** positive and **two** negative contributions of large-scale organisations to the economy.

4 marks

- [illegible]

Question 2 – continued
TURN OVER

- c. Identify, describe and justify a facilities design and layout strategy that Freda could use for manufacturing the furniture.

[illegible]

5 marks

- [illegible]

Question 2 – continued
TURN OVER

Freda will need to employ 250 people and is considering factors involved in managing human resources such as employee expectations.

- e. Explain how employee expectations of Occupational Health and Safety (OH&S) and job security will need to be addressed by Freda.

4 marks

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TURN OVER

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- This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

d. Jason is aware that there will be some changes at Trendsetters as a result of updating the employee relations policies.

TURN OVER

Question 4

A writer for a business magazine recently stated ‘Change is a process that must be managed effectively to lead to success’. Management theorists have provided guidelines to assist managers with their change processes in order to achieve desired outcomes.

Explain **four** steps from Kotter's 8-step theory of change management. Discuss how the effective use of Kotter's change theory could impact on the internal environment of an organisation.

In your answer refer to an organisation or a significant change issue you have studied this year.

[illegible]

10 marks

Extra space for responses

Clearly number all responses in this space

[illegible]

A script book is available from the supervisor if you need extra paper to complete your answer. Please ensure you write your **student number** in the space provided on the front cover of the script book. **At the end of the examination, place the script book inside the front cover of this question and answer book.**