



Trial Examination 2018

VCE Business Management Units 3&4

Written Examination

Question and Answer Booklet

Reading time: 15 minutes

Writing time: 2 hours

Student's Name: _____

Teacher's Name: _____

Structure of booklet

Section	Number of questions	Number of questions to be answered	Number of marks
A	5	5	50
B	6	6	25
		Total	75

Students are to write in blue or black pen.

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 correction fluid/tape.

No calculator is allowed in this examination.

Materials supplied

Question and answer booklet of 23 pages.

Additional space is available at the end of the booklet if you need extra paper to complete an answer.

Instructions

Write your **name** and your **teacher's name** 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.

Students are advised that this is a trial examination only and cannot in any way guarantee the content or the format of the 2018 VCE Business Management Units 3&4 Written Examination.

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SECTION A

Instructions for Section A

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

Question 1 (2 marks)

Distinguish between a sole trader and a partnership.

b. Analyse the relationship between managing employees and business objectives.

3 marks

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- 6 marks

This image shows a single 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.

Question 3 (12 marks)

Education Training Systems (ETS) is a business that provides consultancy services and staff training to health care and administration businesses. ETS has grown rapidly during the past five years and has employed a number of new staff. The director, Esme Jensen, is looking at expanding her business into other Australian states, as well as India and the Philippines. As part of this plan she is investigating the possibility of creating and outsourcing some of the training programs and moving managers overseas to train and establish new offices.

- a.** Explain the importance of leadership in change management. 2 marks

- 5 marks

[illegible]

- b.** Compare the characteristics of operations management within both a manufacturing business and a service business.

3 marks

Question 5 (10 marks)

Outline the key principles of Lewin's Force Field Analysis theory, identifying and explaining **two** driving forces for change and **two** restraining forces for change on a business, and why businesses need to consider these forces when transforming a business.

[illegible]

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SECTION B – CASE STUDY**Instructions for Section B**

Use the case study provided to answer the questions in this section. Answers must apply to the case study. Answer **all** questions in the spaces provided.

Case study

Premier Research Institute is a business that is at the cutting edge of new technology and research in skincare preparations and treatments. An independent consultant has been hired to look at the performance of the business as the owners are considering expanding into advanced skincare preparations for hospitals and medical centres.

The consultant has prepared his final report. Some of the findings and data from the report are shown below.

Key performance indicator	2015	2016	2017	2018
number of sales (\$'000)	413	450	530	570
percentage of market share (%)	19	20	22	23
rate of productivity growth (%)	9	11	12	11
level of wastage (%)	4	5	4	6
level of staff turnover (%)	5	6	8	11

Other information:

- Management at Premier Research Institute are looking at taking over one of the other small research companies in Victoria.
- Demand for products in Australia as well as New Zealand is forecast to increase.
- The business has started negotiations with a manufacturer in Sri Lanka to supply some of the ingredients.

Question 1 (2 marks)

Explain how key performance indicators provide a source of data to analyse the performance of the business.

Question 2 (4 marks)

Describe the effect of the proposed change on **two** stakeholders of Premier Research Institute.

Question 5 (4 marks)

Outline **one** of Porter's Generic Strategies and explain how Premier Research Institute could use this approach in the strategic management of the business.
