



Trial Examination 2019

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	4	4	50
B	2	2	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 24 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 2019 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 (12 marks)

- a.** Define the concept of 'business objectives'. 1 mark

- b.** Identify **one** business objective that a business might set and explain why this objective is important for a business. 3 marks

- c. Explain **one** performance management strategy and explain how it might support a business to manage employees and achieve business objectives.

4 marks

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- 4 marks

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4 marks

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.

2 marks

- c. Some employees are concerned about the possible impact that the changes may have on their roles and how the two different businesses will come together.
- i. Explain the concept of corporate culture and propose **one** strategy that might assist in its development. 3 marks

12

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

Mia Lang and Haru Ito established Onstyle Homewares and Design five years ago. The business has two main areas: an online design advice service and a range of Japanese-inspired decorative homewares. The business has quickly grown and is known for its high-quality items and innovative designs. The business is active in social media, with a large number of followers, and sells its homewares range in a number of countries via its website.

Mia and Haru have been looking at expanding the design service into New Zealand and Asia. In preparation for this they have commissioned a report from their business consultant. The following information has been included.

Table 1: Key performance indicators

KPI	2015	2016	2017
percentage of market share – design service	15.5%	18.3%	22.5%
level of staff turnover (total)	2.1%	2.8%	6.5%
value of sales – homewares	\$120 000	\$155 000	\$198 000
value of sales – design service	\$200 000	\$225 000	\$235 000
level of wastage – homewares	1.8%	2.3%	1.6%

Table 2: Origin of customers – Homewares

Location	Percentage of sales (%)
Australia	33
New Zealand	21
Indonesia	14
Japan	13
Pacific	10
Hong Kong	9

Mia and Haru have also been considering opening their own manufacturing plant in Victoria to complement the items they import from Japan. This will mean expanding their operations and employing another twenty-five staff in the next year.

Question 1 (11 marks)

- a.** Define **one** of the key performance indicators in Table 1 and analyse its performance during the past three years. In your answer, explain why it is important for Onstyle Homewares and Design to evaluate key performance indicators.

4 marks

- b.** Propose and justify **one** management strategy to respond to one or more of the key performance indicators in Table 1.

3 marks

- b.** Explain how the management skill of communicating could assist Onstyle Homewares and Design to ensure that the changes are successfully implemented.

2 marks

Extra space for responses

Clearly number all responses in this space.

[illegible]

