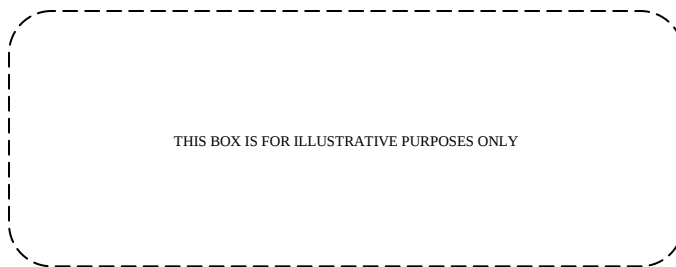




2019 Trial Examination



STUDENT
NUMBER

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Letter

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BUSINESS MANAGEMENT

Units 3 & 4 - Written examination

Reading time: 15 minutes

Writing time: 2 hours

QUESTION AND ANSWER BOOK

Structure of book

<i>Section</i>	<i>Number of questions</i>	<i>Number of questions to be answered</i>	<i>Number of marks</i>
A	7	7	50
B	6	6	25
			Total 75

- 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 permitted in this examination.

Materials supplied

- Question and answer book of 22 pages.

Instructions

- Print your name in the space provided on the top of this page.
- All written responses must be in English.

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

SECTION A

Instructions for Section A

Answer all questions in the spaces provided

Question 1 (15 marks)

Lynette Hoffman is the owner of the Make-Up Palace, an online make-up retail store. Lynette then uses the profit from this business to provide accommodation for homeless women.

- a.** Identify the type of business owned by Lynette and describe **one** business objective that the Make-Up Palace could have. 3 marks

SECTION A – Question 1 - continued

b. Explain **two** areas of management responsibility that Lynette could improve to ensure she maximises the profit of her business. 4 marks

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SECTION A – Question 1 - continued
TURN OVER

c. Describe **two** management skills that Lynette would need to manage one of the areas identified in Question 1b. 4 marks

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d. Lynette has noticed that the staff are not working as well together as a team.

Describe **two** strategies that Lynette could use to improve the corporate culture of the Make-Up Palace and improve the team work of the business. 4 marks

[illegible]

SECTION A - continued
TURN OVER

Question 2 (9 marks)

Chloe Lewis is the human resources manager at The Burrito, a Mexican restaurant. She has noticed that staff motivation has declined recently with an increase in the level of staff turnover.

- a.** Explain how Chloe could use Lawrence and Nohria's Four Drive Theory to apply to The Burrito to reduce staff turnover. 6 marks

[illegible]

b. Chloe is also seeking to improve the performance of her staff.

Justify **one** performance management strategy that could be used to improve the performance of the staff at The Burrito.

3 marks

SECTION A - continued
TURN OVER

Question 3 (8 marks)

Aus. Wipers is a business that specialises in the manufacturing of windscreen wipers for large mining trucks.

a. Explain **two** characteristics of the operations of Aus. Wipers.

4 marks

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b. Explain how either a master production schedule or materials requirement planning could assist in improving the effectiveness of operations at Aus. Wipers. 4 marks

[illegible]

SECTION A - continued
TURN OVER

[illegible]

SECTION A - continued

Question 5 (8 marks)

Rhys McDonald is seeking new business opportunities in Australia for his sporting goods store. He currently has two locations in country areas.

- a.** Justify one approach that Rhys could use to create new business opportunities domestically and describe one low-risk strategy that Rhys could use to help implement the proposed business opportunity.

4 marks

[illegible]

SECTION A – Question 5 - continued
TURN OVER

b. Explain two driving forces which may assist Rhys in promoting the changes.

4 marks

[illegible]

END OF SECTION A

SECTION B

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.

Aus. Services is a government business enterprise which specialises in the distribution of parcels and deliveries around Australia. It has faced increasing pressure from other delivery competition and so is seeking ways to improve the efficiency and effectiveness of its operations.

Aus. Services was first founded in 1963 and has many long-standing staff that have worked in the business for more than 10 years. This has fostered a community-feeling corporate culture that values team work and connectedness. However, this has also meant that the business is not as focused on productivity or efficiency.

The new CEO, Bernie Richards is seeking to dramatically change the business in order to focus more on reducing unnecessary costs, including cutting back staff numbers and focusing on improving efficiency.

Question 1 (2 marks)

Define the term government business enterprise.

SECTION B – continued

TURN OVER

Question 2 (7 marks)

Aus. Services is seeking to become a Learning Organisation in the future. Explain the main principles of Senge's Learning Organisation and justify how this could improve the effectiveness of the operations at Aus. Services.

[illegible]

SECTION B – continued
TURN OVER

Question 3 (4 marks)

Explain **two** restraining forces that may hinder Aus. Services' goal to become more efficient.

[illegible]**SECTION B - continued**

Question 4 (5 marks)

In order to stand out from competitors, Aus. Services must gain a competitive advantage. Analyse Porter’s Generic Strategies to justify which approach would be the most appropriate for Aus. Services.

Question 5 (4 marks)

Explain the elements of the operations system of Aus. Services.

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Question 6 (3 marks)

Explain **one** operations strategy that could be implemented to improve the efficiency of Aus. Services operations.

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END OF QUESTION AND ANSWER BOOK

Extra space for responses

Clearly number all responses in this space.

[illegible]