



St Leonard's College

An education for life.

VCE Unit 1 Business Management

EXAMINATION

Semester 1 2021

Question and Answer Booklet

STUDENT NAME: _____

TEACHER(S): Ms Emerson-Drake and Mr Harris

TIME ALLOWED: Reading time 15 minutes

Writing time 90 minutes

INSTRUCTIONS

You are not permitted to use notes, texts or a dictionary.
You are to answer each question in the space provided.
Do not write in pencil. Write in black or blue pen only.

STRUCTURE OF BOOKLET / MARKING SCHEME

Exam Section	Number of questions to be answered	Total marks
SECTION A	8	35
SECTION B	4	15
TOTAL	12	50

Students are not permitted to bring mobile phones or any other smart devices or unauthorised materials in the exam room.

SECTION A (35 marks)

Instructions for Section A

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

Question 1 (3 marks)

Describe the external environment of a business.

Question 2 (2 marks)

Define **one** operating and **one** macro factor:

- One operating factor _____

- One macro factor _____

Question 3 (7 marks)

‘FastaPasta’ is a local pasta restaurant that offers special requirements to customers. It asks customers to select any relevant special requirements when making an online booking. Special requirements that can be chosen include the following:

- √ Shellfish allergy
- √ Pregnant
- √ Dog
- √ Elderly
- √ Anniversary

a. Define a customer.

1 mark

b. With reference to **one** of the listed examples above, describe why it is important for a business to meet customer needs and expectations.

2 marks

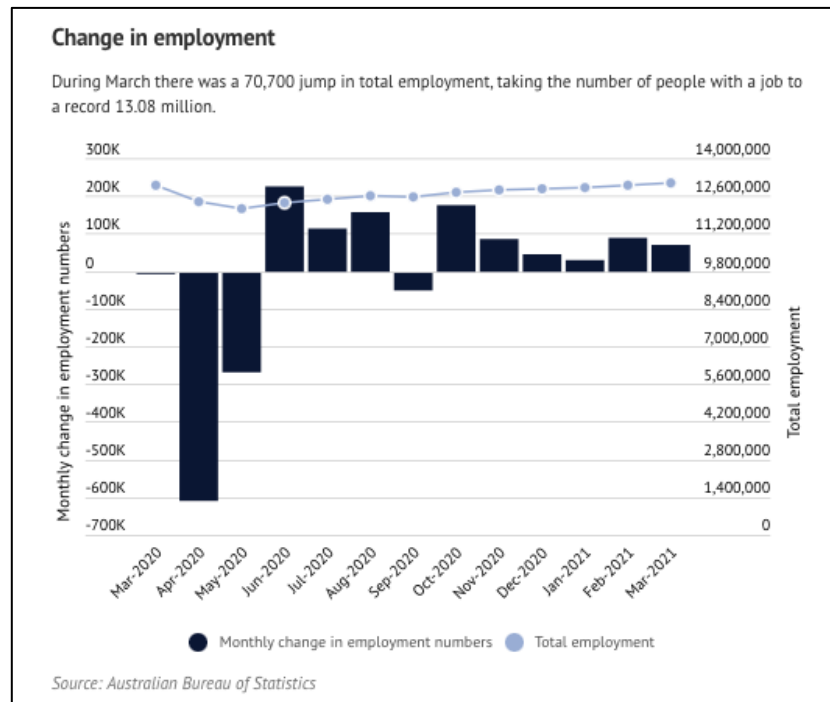
- c. Describe how the owners of 'FastaPasta' could achieve the personal motivation of 'to make a profit.' 2 marks

- d. Propose **one** legal and government regulation that could be considered by the business in its planning stage. 2 marks

Question 4 (3 marks)

Table 1. Changes in employment in Australia from March 2020 to March 2021

<https://www.smh.com.au/politics/federal/record-number-of-people-in-work-as-jobless-rate-falls-in-march-20210415-p57jfr.html>



Interpret the data provided in Table 1 above to justify how the economic condition of consumer confidence could affect business planning.

Question 5 (4 marks)

Goal 1: Australia has a goal to vaccinate all Australians with a COVID-19 vaccine. A range of vaccines will be used to achieve this. These will be used for particular groups in society or according to availability. Individuals will choose a range of locations to achieve this goal.	Goal 2: Australia has established a goal to vaccinate all Australians with a COVID-19 vaccine with the following dates: Phase 1a – priority groups - March, 2021 Phase 1b – by end April, 2021. Phase 2a – by end June, 2021. Phase 2b – by end July, 2021. Phase 3 - all Australians – by early November, 2021. Vaccines to be used include AstraZeneca and Pfizer.
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a. Define a goal.

1 mark

b. Select and recommend the most appropriate goal from the data above. 3 marks

Question 6 (8 marks)



Weekend visitation at Emporium Melbourne, March 2021

<https://www.theage.com.au/business/companies/signs-of-life-are-emerging-from-city-retail-train-wreck-20210326-p57e93.html?btis>

- a. A popular choice of location is a shopping centre. Discuss the factors that would affect the choice of this location. 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.

- b. Many businesses located in a shopping centre are public listed companies.
Describe a public listed company as a type of business structure. 2 marks

- c. Explain **one** benefit for a business of establish as a public listed company. 2 marks

Question 7 (6 marks)

Business resources include natural, capital and labour resources. Describe each of these resources, using a business example to illustrate your answer.

- Natural

- Capital

- Labour

Question 8 (2 marks)

For **one** of the resources described in question 7, explain **one** factor that would affect its choice.

SECTION B: CASE STUDY (15 marks)

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 – Plastic and fantastic

Steph Gabriel is a Queensland scientist who became an entrepreneur creating her sustainable swimwear start-up 'Ocean Zen'. She has developed an innovative product – swimwear made from recycled plastic bottles and fishing nets. Her slogan is 'saving the ocean – one bikini at a time.'

She was motivated to meet a social need by reducing the amount of rubbish clogging the sea. The key chapter was her year working with the Southern Atlantic stingrays in the Cayman Islands. Her mermaid-like role was to dive and lure the stingrays to the surface so that tourists could take photographs. The experience deepened her love of the sea and created anxiety about the amount of rubbish she saw in it – creating a longing to be a voice for sustainability.



Every year around 640,000 tonnes of 'ghost fishing gear' enter our ocean and become adrift. These can stay in the ocean for up to 600 years and are the silent killers of our marine life. Whales, seals, sharks, dolphins, turtles and so many more precious marine species are subject to suffocation and slow, painful deaths.

Steph has received many awards for her design including the 'Ethical and Sustainability' award at the Sunshine Coast Business Awards. Although a smaller brand than others, 'Ocean Zen' uses Instagram to share the story and receive free marketing. Her social media following boasts 19,000 followers on Instagram and 4,000 on Facebook. Her social media tip is to embrace passionate authenticity so that people can connect to her story. As a self-funded brand, Steph is the only full-time employee but she uses contractors in design, marketing and public relations.

Steph's entrepreneurial tip is to have a vision. Instead of just packing bikinis every day, Gabriel pursues business concept development to have a strategic goal.

<https://oceanzenbikini.com/pages/sustainable>

Question 1 (1 mark)

Explain **one** way that societal attitudes could influence the start-up of 'Ocean Zen'.

Question 2 (4 marks)

Propose **two** contributions that ‘Ocean Zen’ could make to improve the economic wellbeing of the Australian nation.

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Question 3 (4 marks)

a. Describe corporate social responsibility.

2 marks

b. Discuss how this corporate social responsibility issue would be considered by 'Ocean Zen' when planning this business venture.

2 marks

Question 4 (6 marks)

Apply the SWOT analysis planning tool to Ocean Zen's decision-making. In your answer, reference **one** source of finance that could be used by Ocean Zen during the start-up process.

[illegible]

[illegible]

[illegible]
