



Figures

Words

Letter

Name _____

VCE BUSINESS MANAGEMENT UNIT 3/4 2023

Practice examination A

Reading time: 15 minutes

Writing time: 2 hours

QUESTION AND ANSWER BOOK

Structure of book

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 practice examination: 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 21 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

Section A

Instructions for Section A
Answer **all** questions in the spaces provided.

Question 1 (16 marks)

Laundry Fresh is a social enterprise established six years ago by Nathan and Ethan. Situated in Sunshine, the duo launched the business with a strong emphasis on corporate social responsibility. After spending several years planning and making numerous attempts to start the business, Laundry Fresh now provides employment and training opportunities for homeless people, employing 50 staff from the local area. Additionally, the business aims to make use of sustainable inputs where possible, sourced from suppliers in Australia. Laundry Fresh has become renowned for its exceptional laundry services.

a. Define the term ‘corporate social responsibility’. 2 marks

b. Discuss Laundry Fresh's use of social enterprise as a type of business.

4 marks

- c. Distinguish between the three key elements of the operations system of a manufacturing business and a service business such as Laundry Fresh. 6 marks

Key element 1 _____

Key element 2 _____

Key element 3 _____

- d. Explain the positive and negative aspects that will need to be considered by Laundry Fresh as it implements socially responsible practices. 4 marks

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Question 2 (4 marks)

Distinguish between a proactive and reactive approach to change.

- b. MegaEquip Machinery already outsources some customer service functions to the Philippines.

Compare **two** features of global outsourcing to overseas manufacture at MegaEquip Machinery.

4 marks

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- c. Describe the role of the human resource manager and the union at MegaEquip Machinery’s workplace.
3 marks

- d. It has been suggested to Steve Cummins that he use the persuasive management style.

Explain the characteristics of this style and justify its use at MegaEquip Machinery.

4 marks

- e. Discuss the extent to which mediation would be an appropriate means of resolving a dispute at MegaEquip Machinery. 5 marks

[illegible]

Question 4 (10 marks)

Change management theories provide a structured approach for the successful management of change in a business.

Explain how Lewin's Three Step Change Model could be used to:

- promote forces for change
- reduce forces against change
- encourage the use of low-risk strategies.

In your response, refer to a contemporary business case study.

[illegible]

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Section B – Case Study

Instructions for Section B

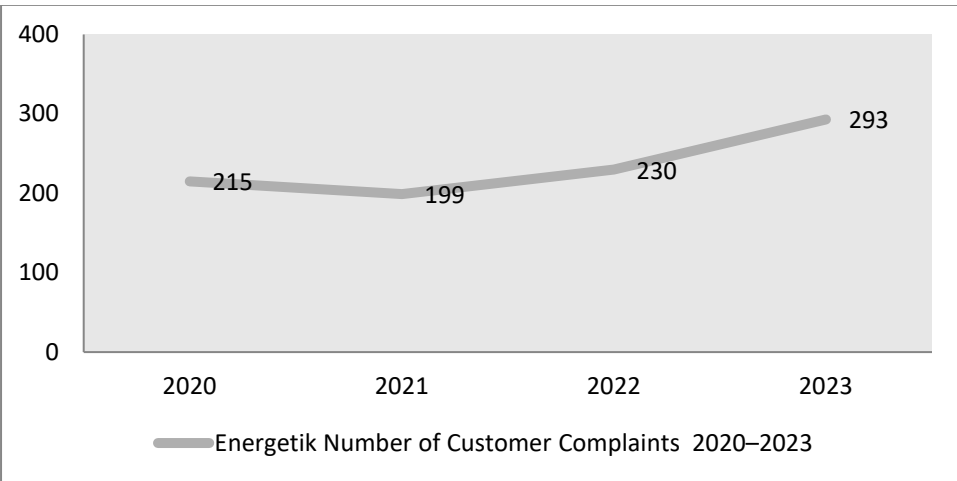
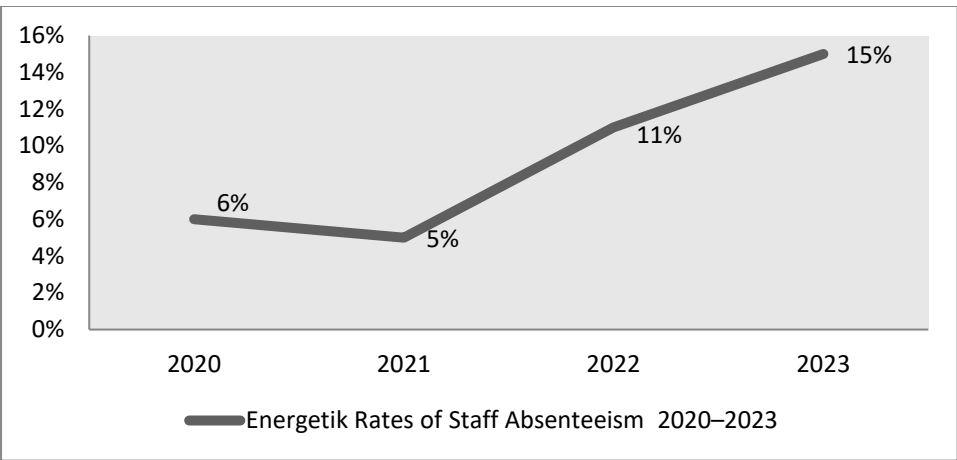
Use the case study provided to answer the questions in this section. Answers must apply to the case study. Answer **all** questions in the spaces provided.

Case Study (25 marks)

Energetik Group Ltd is a public listed company involved in the generation and retailing of energy. The business implemented a transformation program two years ago with the intention of becoming more socially and environmentally responsible. As part of the change at the business, Energetik has invested heavily in renewable energy, including wind, solar and batteries, shutting down most of its coal-fired generation over the two-year period.

While the business has developed a positive reputation and is financially successful, there are a number of problems that executive management team is concerned about. One concern is an increasing number of complaints about the reliability of the business’s services and a consequential decline in sales. The business is also facing a problem with increasing rates of staff absenteeism. The executive management team believes that a lack of motivation is to blame for this problem.

The chief executive officer (CEO) of Energetik wants immediate improvement and has asked the operations manager and the human resource manager to work together to improve quality and commitment to the business. She has suggested that some off-the-job training would be a good starting point. The CEO has presented the following two graphs to the operations manager and the human resource manager, which highlight the movement in two key performance indicators since 2020.



Question 1 (4 marks)

Interpret Energetik Group's key performance indicators to analyse the performance of the business between 2020 and 2023.

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Question 2 (3 marks)

Explain why there is a need for off-the-job training at Energetik Group.

Question 3 (7 marks)

Outline and discuss how either career advancement or support strategies would assist to motivate employees at Energetik Group. Justify which motivation strategy would be the most suitable for the business.

[illegible]

Question 4 (7 marks)

Propose and evaluate a strategy that Energetik Group could use to improve the efficiency and effectiveness of its operations related to quality.

[illegible]

Question 5 (4 marks)

Explain and justify **two** management skills required to address the issue of customer complaints at Energetik Group.

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Extra space for responses

Clearly number all responses in this space

[illegible]

[illegible]

END OF QUESTION AND ANSWER BOOKLET