Neap

Trial Examination 2023

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	6	6	50
B	5	5	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 correction fluid/tape.

No calculator is allowed in this examination.

Materials supplied

Question and answer booklet of 22 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 2023 VCE Business Management Units 3&4 Written Examination.

Neap® Education (Neap) Trial Exams are licensed to be photocopied or placed on the school intranet and used only within the confines of the school purchasing them, for the purpose of examining that school's students only for a period of 12 months from the date of receiving them. They may not be otherwise reproduced or distributed. The copyright of Neap Trial Exams remains with Neap. No Neap Trial Exam or any part thereof is to be issued or passed on by any person to any party inclusive of other schools, non-practising teachers, coaching colleges, tutors, parents, students, publishing agencies or websites without the express written consent of Neap.

Copyright © 2023 Neap Education Pty Ltd ABN 43 634 499 791 Level 1 223 Hawthorn Rd Caulfield North VIC 3161 Tel: (03) 9639 4318 VCE Bus Man_U3&4_QA_2023

SECTION A

Instructions for Section A

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

Question 1 (3 marks)

Distinguish between social enterprises and government business enterprises.

Copyright © 2023 Neap Education Pty Ltd

Question 2 (6 marks)

a. Explain why the business objective to fulfill a social need is important for a business. 2 marks

b. Managers need to use a range of skills to ensure business objectives are met.

Identify **two** management skills and explain how these skills can assist a business in achieving its objectives. 4 marks

Copyright © 2023 Neap Education Pty Ltd

Question 3 (12 marks)

JA Computer Sales and Services is a company based in Geelong. It was founded 10 years ago by two friends, Jake and Alice, and now has 25 employees. The company has retained a number of clients for many years.

During the past three years, 20 employees have worked from home. They have been able to meet clients virtually via video calls and assist with sales and enquiries remotely. Recently, Jake and Alice have been trying to get their employees to work in the company's office for at least two days per week; however, the employees have been reluctant to do so.

While the business continues to be successful and has retained its clients, Jake and Alice are concerned about how working from home affects their employees' motivation and the company's ability to seek out new clients.

a. Jake and Alice want to review their employees' conditions of work.

Explain how awards and agreements are used as methods of determining wages and conditions of work. 4 marks

Copyright © 2023 Neap Education Pty Ltd

b. Propose and justify **two** motivation strategies that Jake and Alice could implement to motivate their employees. 4 marks

Copyright © 2023 Neap Education Pty Ltd

c. Discuss **one** advantage and **one** disadvantage of **one** of the motivation strategies proposed in **part b.**, and explain how the strategy affects short- and long-term employee motivation. 4 marks

Copyright © 2023 Neap Education Pty Ltd

Question 4 (10 marks)

Consider the following statement made by a respected business leader.

'Organisational learning and corporate culture are more important than ever if a business is to manage change and continue to be successful.'

Distinguish between official and real corporate culture. Explain **two** principles of Senge's Learning Organisation and how they can be used to create a positive culture for change.

Copyright © 2023 Neap Education Pty Ltd

Copyright © 2023 Neap Education Pty Ltd

Question 5 (10 marks)

a. Describe **two** key elements of an operations system and apply these to a contemporary business case study. 4 marks

b. Explain how one-piece flow and the zero defects strategy can improve the efficiency and effectiveness of operations related to lean management. 6 marks

Copyright © 2023 Neap Education Pty Ltd

Question 6 (9 marks)

a. Outline the concept of business change and why it is important for a business to have a proactive approach to change. 5 marks

b. According to Porter's Generic Strategies, there are two key approaches to strategic management.

Evaluate how the differentiation approach can be used by a business. 4 marks

END OF SECTION A

Copyright © 2023 Neap Education Pty Ltd

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

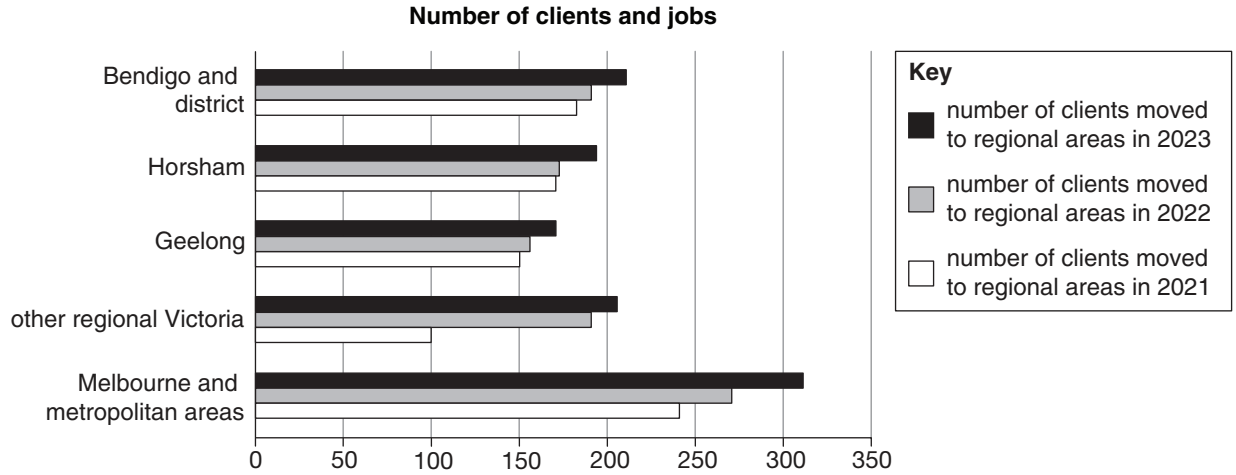
Dean & Family Removalists is an established moving business based in the western suburbs of Melbourne. During the past three years, the business has had increased revenue and sales generated by clients moving to regional areas of Victoria. The business has an excellent reputation and employees remain with the company; the level of staff turnover is very low and below the industry standard. The business also receives reviews from customers via its website. The two most recent reviews are shown below.

'I tried to arrange a quote for a move in three months' time. No one got back to me and I rang three times. Very disappointing.' – JA, Melbourne

'Really happy with the service we received. Although I was concerned by the way some of the furniture was taken from the truck by one of the employees.' – MF, Warrnambool

During the past year, the owners have been examining ways to expand the business to meet the demand that they believe will continue beyond 2023. They employed a business consultant who presented a report at a recent senior management meeting. The following table is a summary of the information presented.

Key performance indicators (KPIs)	2021	2022	2023
Number of sales ($000)	450	525	555
Net profit figures ($000)	155	165	155
Percentage of market share (%)	25	31	35
Number of workplace accidents	5	8	11



The consultant also suggested:

- updating the business's website to ensure more clients and potential clients are reached
- introducing electric vehicles for use in Melbourne and metropolitan areas
- implementing a new training package for employees
- establishing regional offices in Bendigo and Horsham to ensure the business can expand into country and regional towns.

The senior management team is unsure if these suggestions will assist in improving business performance.

Copyright © 2023 Neap Education Pty Ltd

Question 1 (8 marks)

a. Define the term 'number of website hits'. 2 marks

Copyright © 2023 Neap Education Pty Ltd

b. Outline why it is important for a business to evaluate and review performance and, using **two** KPIs from the case study or other information, analyse the trends that can be observed at Dean & Family Removalists. 6 marks

Question 2 (6 marks)

Propose and justify **two** management strategies that could assist Dean & Family Removalists to respond to the KPIs in the consultant's report and improve business performance.

Copyright © 2023 Neap Education Pty Ltd

Question 3 (3 marks)

Describe how technological development in Dean & Family Removalists' operations system might lead to increased efficiency.

Copyright © 2023 Neap Education Pty Ltd

Question 4 (3 marks)

Identify and explain **one** corporate social responsibility consideration for Dean & Family Removalists' operations system.

Copyright © 2023 Neap Education Pty Ltd

Question 5 (5 marks)

Dean & Family Removalists' owners and senior management team are considering all the suggestions made by the consultant.

Using the key principles of Lewin's Force Field Analysis theory, analyse how Dean & Family Removalists could decide whether to establish regional offices in Bendigo and Horsham.

END OF QUESTION AND ANSWER BOOKLET

Copyright © 2023 Neap Education Pty Ltd

Extra space for responses

Clearly number all responses in this space.

Copyright © 2023 Neap Education Pty Ltd

Copyright © 2023 Neap Education Pty Ltd

Copyright © 2023 Neap Education Pty Ltd