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# Unit 3 and 4 Business Management

Practice Exam Question and Answer Booklet

Duration: 15 minutes reading time, 2 hours writing time

#### Structure of book:

Section	Number of questions	Number of questions to	Number of marks
		be answered	
Α	7	7	65
		Total	65

- Students are permitted to bring into the examination room: pens, pencils, highlighters, erasers 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:

• This question and answer booklet of 11 pages.

#### Instructions:

- You must complete all questions of the examination.
- Write all your answers in the spaces provided in this booklet.

# Section A – Short-answer questions

## Instructions

Answer all questions in the spaces provided.

#### Questions

#### Question 1

Fabrika Ltd is a large manufacturer and supplier of fabric to Australian retail organisations. The organisation has recently experienced a decrease in market share as a result of several retail organisations choosing overseas manufacturers over Fabrika. Operations manager Jenny Jones wants to improve the quality of her fabrics in order to remain competitive.

a.	Define the term 'operations management'.
	1 mark
b.	Define the term 'market share'.
	1 mark
C.	Identify and describe <b>one</b> quality management strategy and <b>one</b> other operations management strategy Jenny could use to improve operations.

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e.	Identify and describe <b>two</b> positive and <b>two</b> negative contributions of large scale organisations to the economy.				
	4 marks				
	Total 16 marks				
hours v On insp later the to solve Identify	es is the manager of a building and contraction company who had recently notified staff their work will be reduced as a result of the installation of new operations technology to increase productivity. Dection, he found that many workers did not know how to operate the new machinery and a week ey had gone on strike. The issue has been referred to an employment relations authority in order the industrial dispute.  The industrial dispute in an adjustify which would be most effective for Mr Ross to the introduction of the new operations technology.				

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		6 marks
	Question 3 Greg Harlow is the CEO of Farmland, a dairy manufacturing growing rapidly and new plants are opening all over Austral announced that many staff members will be asked to relocal Identify and explain three management skills Mr Harlow consuccess of relocating staff.	ia. As a result, Mr Harlow has ate to the new plants.
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	6 marks
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Question 4	
	ge computer manufacturer Buzz Computers. During induction he is
	organisation, but after a month's employment he has noticed some
	scribed, and the culture he observes at work.
	ibe the difference between official culture and real culture. In your
answer, name two indicators of rea	al corporate culture Harry may have observed.
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<del></del>	4 marks

## Question 5

	Ltd owns several factories that manufacture clothing to be sold in various retail outlets out Victoria.
	nd describe the key elements of Articles Ltd's operations system.
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#### Question 6

As a result of increased competition, supermarket chain Foodaway has been forced to make a number of changes. Head office has announced that environmentally friendly bags and self-service checkouts. Employees have heard rumours that Foodaway will be downsizing and as a result many employees are not welcoming the change and staff turnover levels have increased. Human Resource Manager Jeff Lancer has been called in to help the remaining employees cope with the transition.

	4 mark
dentify and describe how a human resource management strategy that could be used to employment and reduce staff turnover levels by meeting <b>two</b> employee expectations.	o maintain

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4 marks

d.	lde	er implementing the change, Jeff is still experiencing some resistance from some staff members. entify <b>one</b> low-risk and <b>one</b> high-risk strategy for dealing with the change, and then justify which e would be more effective in change management.	
		4 marks Total 17 marks	

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					10 marks

# END OF QUESTION AND ANSWER BOOK