



A non-profit organisation supporting students to achieve their best.

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 be answered	Number of marks
A	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 **one** quality management strategy and **one** other operations management strategy Jenny could use to improve operations.

6 marks

Question 4

Harry Shaw has recently joined large computer manufacturer Buzz Computers. During induction he is taught the corporate culture of the organisation, but after a month’s employment he has noticed some differences between the culture described, and the culture he observes at work.

Define corporate culture and describe the difference between official culture and real culture. In your answer, name **two** indicators of real corporate culture Harry may have observed.

4 marks

5 marks

c. Describe **two** driving and **two** restraining forces of change in Foodaway from the information provided.

4 marks

