

'2017 Examination Package' - Trial Examination 2 of 7

THIS BOX IS FOR ILLUSTRATIVE PURPOSES ONLY	

	STUDENT	LUUMBE	K				Letter
Figures							
Words							

BUSINESS MANAGEMENT

Units 3 & 4 – Written examination (TSSM's 2011 trial exam updated for the current study design)

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
Section A	4	4	50
Section B	1	1	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 white out liquid/tape.
- No calculator is permitted in this examination.

Materials supplied

• Question and answer book of 18 pages.

Instructions

- Print your name in the space provided on the top of 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.

© TSSM 2017 Page 1 of 18

SECTION A

Instructions Answer all questions in the spaces provided. **Question 1 (7 marks)** The retail giant Harvey Norman Holdings Ltd. has experienced a recent slump in sales caused by price declines, a strong Australian dollar and of course the impact of the severe weather conditions mainly on the east coast of Australia. Source: Business Spectator **a.** Define the term publicly listed company. 1 mark **b.** Distinguish between the objectives of a company such as Harvey Norman Holdings Ltd and the objectives of a social enterprise.

SECTION A - Question 1 - continued

2 marks

© TSSM 2017 Page 2 of 18

SECTION A – continued TURN OVER

© TSSM 2017 Page 3 of 18

Question 2 (6 marks) Managers require particular skills to oversee the operation of a business. Describe three skills a manager should possess.					

SECTION A – continued

© TSSM 2017 Page 4 of 18

Qu a.	Simon Stevens started a small business in Footscray producing and selling a range of olive oil products. The business operates as a sole trader and has grown to employ 14 people. Outline one area of management responsibility that Simon would need to oversee.
	2 marks
b.	Simon is considering taking on a partner as the business continues to grow. Explain two advantages that Simon might derive from operating his business as a partnership.

SECTION A – Question 3 – continued TURN OVER

© TSSM 2017 Page 5 of 18

U	SMAN EXAM
	4 mar
	Materials management is one strategy which Simon's operations manager could use to maximise production. Discuss one materials management strategy that Simon could use improve the productivity and c ompetiveness of the business.
	4 mai

SECTION A – Question 3 – continued

© TSSM 2017 Page 6 of 18

d.	Simon's olive business is involved in both manufacturing and retail operations. Contrast the main characteristics of the operations system of the manufacturing side of the business with the operations system of the retail side of the business.						
	4 marks						

- ------

SECTION A – continued TURN OVER

© TSSM 2017 Page 7 of 18

Question 4 (13 marks)

Productivity levels and staff motivation have fallen at Cadott Shoes Ltd. The Human Resource Manager Sally Smith is keen to address these issues. Explain the key features of Locke and Latham's Goal Setting Theory and explain how it may help improve productivity and motivation.
5 marks

SECTION A - Question 4 - continued

© TSSM 2017 Page 8 of 18

b.	Evaluate two motivation strategies Sally could introduce to improve employee morale.

SECTION A – Question 4 – continued TURN OVER

© TSSM 2017 Page 9 of 18

BUSMAN EXAM	
	8 marks

SECTION A – continued

© TSSM 2017 Page 10 of 18

Question 5 (10 marks) Resistance to change can be overcome by management using either low-risk or high-risk strategies with employees. Discuss what is meant by low-risk and high-risk strategies, providing two examples of each type of strategy. Identify which type of strategy may be more preferable for a business to use and explain how Lewin's Three Step Change model could also benefit a business undergoing change.

SECTION A – Question 5 – continued TURN OVER

© TSSM 2017 Page 11 of 18

BUSMAN EXAM		

END OF SECTION A

© TSSM 2017 Page 12 of 18

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.

Question 1

Angus & Robertson book sellers have been affected by the importation of GST-free books from overseas. Consumers can now order books online before they have even hit the domestic shelves and at a significantly lower price.

Source: Business Spectator

Explain the concept of business change.
Angus & Robertson will need to change to meet the changing environment in which they operate. Describe how Lewin's Force Field Analysis could be used by the business in this situation.

SECTION B – Question 1 – continued

© TSSM 2017 Page 13 of 18

BUSMAN EXAM	
	6 mark
	o mark
e. Describe the driving force for change affecting Angus & Robertson.	
	2 mark
	∠ marks

SECTION B – Question 1 – continued

© TSSM 2017 Page 14 of 18

d.	Porter developed two key approaches to strategic management that a business could adopt in the situation faced by Angus & Robertson. Evaluate those two key approaches.				

SECTION B – Question 1 – continued TURN OVER

© TSSM 2017 Page 15 of 18

SECTION B – Question 1 – continued

© TSSM 2017 Page 16 of 18

BUSMAN EXAM							
							

8 marks

END OF QUESTION AND ANSWER BOOK

© TSSM 2017 Page 17 of 18

Extra space for responses

Clearly number all responses in this space

-	

© TSSM 2017 Page 18 of 18