



2017 Trial Examination

STUDENT
NUMBER

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Letter

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BUSINESS MANAGEMENT

Unit 3 – Written Examination

Reading time: 15 minutes

Writing time: 1 hour and 30 minutes

QUESTION & ANSWER BOOK

Structure of book

<i>Section</i>	<i>Number of questions</i>	<i>Number of questions to be answered</i>	<i>Number of marks</i>
A	4	4	40
B	1	1	25
			Total: 65

- 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 14 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 communication devices into the examination room.

SECTION A - Short Answer Questions and Extended Response

Instructions
All questions to be answered in the space provided.

Question 1 (12 marks)

Endota Spa began as a partnership between two high school friends Melanie Gleeson and Belinda Fraser who opened a single day spa on the Mornington Peninsula in 2000.

a. Describe **two** features of a partnership. 2 marks

b. Outline **one** advantage and **one** disadvantage of this type of business ownership. 2 marks

SECTION A – Question 1 - continued

c. Explain how the business objectives of this type of business would differ from those of a social enterprise. 4 marks

d. Compare the features of the operations system of a service business like Endota Spa with those of a manufacturing business. 4 marks

**SECTION A – Question 1 - continued
TURN OVER**

Question 2 (10 marks)

Samsung launched the Galaxy Note 7 to record pre-orders and sales in August of 2016, but the promising start did not last. Samsung had to initiate a recall in September of the first version of the Note 7 due to faulty batteries that overheated and exploded. By October it had to recall over 2 million devices and discontinue the product. It's estimated that the recall will cost Samsung \$5.3 billion.

- a. Evaluate an appropriate management style that the Samsung operations manager could adopt during this crisis. 6 marks

SECTION A – Question 2 - continued

b. Justify **two** management skills that the operations manager at Samsung will need to use to deal with this situation. 4 marks

SECTION A – continued
TURN OVER

Question 3 (10 marks)

High staff turnover and low productivity are the biggest indicators of job dissatisfaction and low morale.

- Propose and justify **two** motivation strategies that could be implemented to improve morale and job satisfaction and explain their effect on both short and long-term employee motivation
- Discuss how performance management can be used to address high levels of job dissatisfaction referring to one performance management strategy in your answer

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b. Outline **one** entitlement **OR one** transition issue that the human resource manager needs to consider as the Toll Group reduces the size of its staff. 2 marks

c. Explain the role of **two** participants in workplace relations in a business like the Toll Group. 4 marks

END OF SECTION A

SECTION B: Case Study

Phillip Island Chocolate Factory creates over 190 different chocolate treats for sale in the factory outlet. Visitors can see the chocolatiers at work making the chocolate range of products. They can sample and purchase items from this range.

a. Outline the relationship between operations management and business objectives. 2 marks

b. Define forecasting and describe how it would be applicable to the Phillip Island Chocolate Factory. 3 marks

**SECTION B – continued
TURN OVER**

c. Compare **two** strategies to improve the efficiency and effectiveness of operations related to quality. 4 marks

d. Employees at the Phillip Island Chocolate Factory are covered by an agreement to determine their wages and conditions of work. Describe what an agreement is and how it differs from an award. 2 marks

e. Discuss **two** strategies that could be used to help develop the corporate culture at the Phillip Island Chocolate Factory. 4 marks

f. Examine Maslow’s theory of motivation and discuss how it could help the human resources manager or owner improve staff motivation at the Phillip Island Chocolate Factory. 6 marks

SECTION B – continued
TURN OVER

g. Explain how the principles of lean management could be applied to the Phillip Island Chocolate Factory. 4 marks

SECTION B – continued

Total 65 marks

END OF QUESTION AND ANSWER BOOK

