



**Victorian Certificate of Education
2018**

Name: _____

Teacher's name: _____

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STUDENT NUMBER

Letter

BUSINESS MANAGEMENT

Written examination

2018

Reading time: 15 minutes

Writing time: 2 hours

QUESTION AND 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	6	6	50
B	5	5	25
			Total 75

- Students are to write in blue or black pen.
- Students are permitted to bring into the assessment 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.
- Additional space is available at the end of the book if you need extra paper to complete an answer.

Instructions

- Write your **student number** 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.

Question 5 (13 marks)

Laura Anderson has just been appointed the new Human Resource Manager at Fashionably Late, a women's clothing, footwear and accessories retail store operating in Melbourne, Sydney and Perth. In a recent staff survey, results indicated that while staff were satisfied with their pay, they could not see any clear opportunities to progress their career at Fashionably Late. Laura has been informed by the CEO that if issues related to staff motivation and performance are not addressed soon, the business could be forced to downsize, leading to the involuntary redundancy of some of its 350 staff.

- a. Justify an appropriate motivation strategy that Laura could use to address the current situation. 2 marks

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

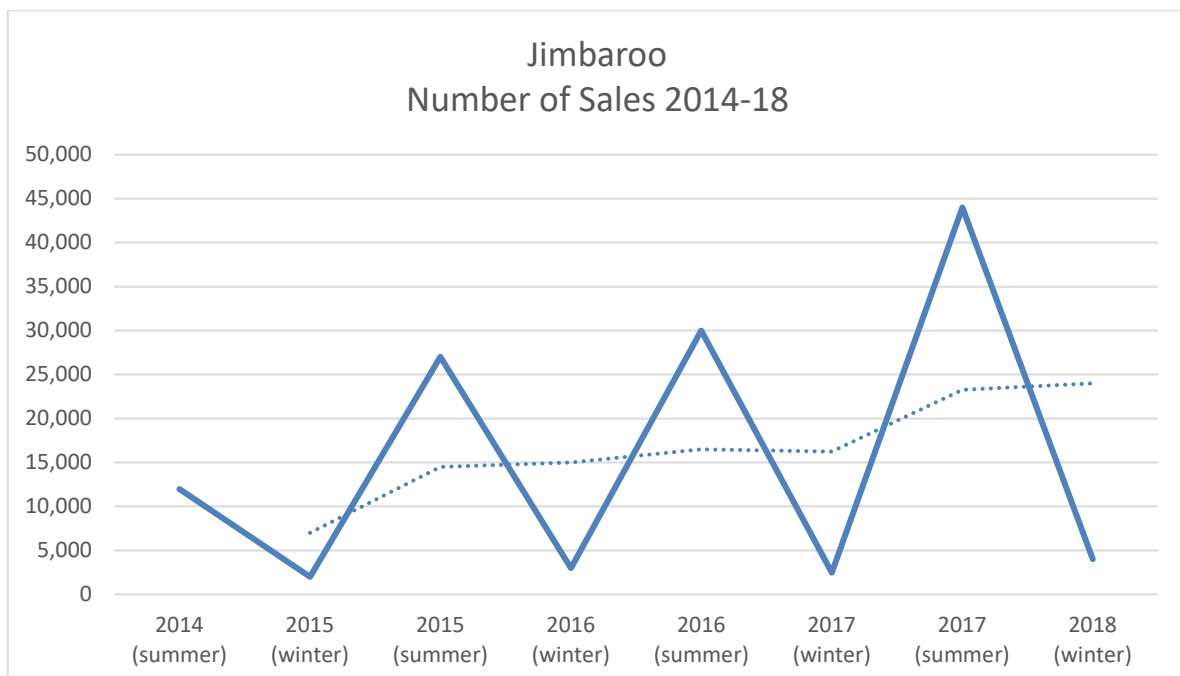
Jimbaroo is a manufacturer of portable coolers (also known as an ‘esky’) used to store food and drinks when outdoors. Jimbaroo has experienced a significant growth in sales and market share in Australia over recent years, particularly during the warmer months of summer.



Jim Gibbs, the owner and operator of Jimbaroo, is looking to expand his business globally over the next three years throughout Asia, Europe and North America to maintain more consistent sales during the summer period in the Northern Hemisphere when Australia is in the midst of winter.

While Jim is excited by the potential growth of his business, he does have some concerns, including:

- The risk involved in expanding globally as a sole trader;
- Global considerations in his operations system, including the potential of overseas manufacturing;
- How to seek new business opportunities both locally and globally;
- How to develop a competitive advantage both locally (where competition in the market for portable coolers is very strong) and globally (where consumer demand is not as high).



The graph above represents Jimbaroo’s sales from 2014 to 2018 (solid line), and a trendline from 2015 to 2018 (dotted line).

Question 4 (6 marks)

- a. Outline **one** difference between the operations of a manufacturing business such as Jimbaroo, and a service business. 2 marks

- b. Discuss the consequences for business efficiency or effectiveness that may result from a decision by Jim Gibbs to use overseas manufacture. 4 marks
