

## Year 12 *Trial Exam Paper*

# 2018

## BUSINESS MANAGEMENT

### Written examination

Reading time: 15 minutes

Writing time: 2 hours

**STUDENT NAME:**

## 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 permitted to write in blue or black pen.
- Students are permitted to bring the following items into the examination: pens, pencils, highlighters, erasers, sharpeners and rulers.
- Students are NOT permitted to bring sheets of paper or white-out liquid/tape into the examination.
- Calculators are NOT permitted in this examination.

#### Materials provided

- The question and answer book of 23 pages
- Additional space is provided at the end of this book if you require more space to complete an answer.

#### Instructions

- Write your **name** in the box provided.
- You must answer the questions in English.

**Students are NOT permitted to bring mobile phones or any other unauthorised electronic devices into the examination.**

This trial examination produced by Insight Publications is NOT an official VCAA paper for the 2018 Business Management written examination.

The Publishers assume no legal liability for the opinions, ideas or statements contained in this trial examination.

This examination paper is licensed to be printed, photocopied or placed on the school intranet and used only within the confines of the purchasing school for examining their students. No trial examination or part thereof may be issued or passed on to any other party, including other schools, practising or non-practising teachers, tutors, parents, websites or publishing agencies without the written consent of Insight Publications.

**SECTION A**

**Instructions for Section A**  
Answer **all** questions in the spaces provided.

**Question 1** (9 marks)

Take Care is a small business operating as a social enterprise. Founder and Senior Manager Emma Cain announced a 12% increase in profit for the most recent financial period and stated that the business was on track to meet its long-term objective of an annual profit of \$10 million by 2020.

- a. Define the term ‘business objective’.

1 mark

---

---

---

---

- b. Long-term objectives are set by managers during planning. Describe planning as a management skill.

2 marks

---

---

---

---

---

---

---

---









**CONTINUES OVER PAGE**













**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**

Dell's Foods is an Australian-owned manufacturer of packaged meats (smallgoods). The business has been operating for a number of years and has a very loyal staff, reflected in very low rates of absenteeism and turnover.

However, not all areas of the business have been performing as well as management would like. Recent expansion into the global market has seen an increase in sales but also some worrying signs from other key performance indicators.

The Finance Manager produced the following data:

	2016	2017	2018
<b>Sales</b>	\$17.4m	\$22.1m	\$29.6m
<b>Net profit</b>	\$3.8m	\$4.2m	\$6.6m
<b>Level of wastage (% of inputs)</b>	3%	5%	11%
<b>Number of customer complaints (per 1000 sales)</b>	15	87	142

Senior Managers have become concerned about these figures and would like to see a 10% decrease in the level of wastage and in the number of customer complaints for 2019, and further reductions over the subsequent five years back to 2016 levels.

















