



2019 Trial Examination

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STUDENT					
NUMBER					

### **BUSINESS MANAGEMENT**

### Units 3 & 4 - Written examination

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
A	7	7	50
В	6	6	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 22 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.

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### **SECTION A**

### **Instructions for Section A** Answer all questions in the spaces provided **Question 1** (15 marks) Lynette Hoffman is the owner of the Make-Up Palace, an online make-up retail store. Lynette then uses the profit from this business to provide accommodation for homeless women. a. Identify the type of business owned by Lynette and describe one business objective that the Make-Up Palace could have. 3 marks

**SECTION A – Question 1 -** continued

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<b>b.</b> Explain <b>two</b> areas of management responsibility that Lynette could improve to ensure maximises the profit of her business.	she 4 mark

SECTION A – Question 1 - continued TURN OVER

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<b>c.</b> Describe <b>two</b> management skills that Lynette would need to manage one of the areas identified in Question 1b.  4 mark

**SECTION A** - continued

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Describe <b>two</b> strateg Palace and improve	ies that Lynette of the team work of	could use to impr the business.	ove the corporate c	ulture of the Make-Up 4 mar

SECTION A - continued TURN OVER

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# **Question 2** (9 marks) Chloe Lewis is the human resources manager at The Burrito, a Mexican restaurant. She has noticed that staff motivation has declined recently with an increase in the level of staff turnover. a. Explain how Chloe could use Lawrence and Nohria's Four Drive Theory to apply to The Burrito to reduce staff turnover. 6 marks

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<b>b.</b> Chloe is also seeking to improve the performance of her staff.
Justify <b>one</b> performance management strategy that could be used to improve the performance of the staff at The Burrito.
3 marks

SECTION A - continued TURN OVER

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**Question 3** (8 marks)

mining trucks.	
a. Explain two characteristics of the operations of Aus. Wipers.	4 marks

Aus. Wipers is a business that specialises in the manufacturing of windscreen wipers for large

SECTION A – Question 3 - continued

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<b>b.</b> Explain how either a master production schedule or materials requirement planning assist in improving the effectiveness of operations at Aus. Wipers.				

SECTION A - continued TURN OVER

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### **Question 4** (10 marks)

Lincoln Pty Ltd makes pop-top caravans for young families who want to purchase a van which is easier to tow and relatively cheap. It has been running for 10 years and is under pressure to change its business.

Key performance indicator	2017	2018	2019
Number of sales	1,450	1,360	1,250
Rates of staff absenteeism	35	36	39
Rate of productivity growth	0.1%	0.0%	0.05%

Analyse how Lincoln could improve the key performance indicators by using strategies and theories to better manage its employees and operations. In your answer outline <b>one</b> other key performance indicator that could be used to assess the effectiveness of these strategies.

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**SECTION A** - continued

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**Question 5** (8 marks)

## Rhys McDonald is seeking new business opportunities in Australia for his sporting goods store. He currently has two locations in country areas. a. Justify one approach that Rhys could use to create new business opportunities domestically and describe one low-risk strategy that Rhys could use to help implement the proposed business opportunity. 4 marks

SECTION A – Question 5 - continued TURN OVER

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<b>b.</b> Explain <b>two</b> driving forces which may assist Rhys in promoting the changes.	4 marks

END OF SECTION A

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### **SECTION B**

### **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.

Aus. Services is a government business enterprise which specialises in the distribution of parcels and deliveries around Australia. It has faced increasing pressure from other delivery competition and so is seeking ways to improve the efficiency and effectiveness of its operations.

Aus. Services was first founded in 1963 and has many long-standing staff that have worked in the business for more than 10 years. This has fostered a community-feeling corporate culture that values team work and connectedness. However, this has also meant that the business is not as focused on productivity or efficiency.

The new CEO, Bernie Richards is seeking to dramatically change the business in order to focus more on reducing unnecessary costs, including cutting back staff numbers and focusing on improving efficiency.

Question 1 (2 marks) Define the term government busines	ss enterprise.	
	F	

SECTION B – continued TURN OVER

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<b>Question 2</b> (7 marks)  Aus. Services is seeking to become a Learning Organisation in the future. Explain the main principles of Senge's Learning Organisation and justify how this could improve the effectiveness of the operations at Aus. Services.

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SECTION B – continued TURN OVER

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Question 3 (4 marks) Explain <b>two</b> restraining forces that may hinder Aus. Services' goal to become more efficient.

**SECTION B** - continued

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Question 4 (5 marks)
In order to stand out from competitors, Aus. Services must gain a competitive advantage. Analyse Porter's Generic Strategies to justify which approach would be the most appropriate for Aus. Services.
Aus. Services.

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Question 5 (4 marks)
Explain the elements of the operations system of Aus. Services.

**SECTION B** - continued

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Question 6 (3 marks)
Explain <b>one</b> operations strategy that could be implemented to improve the efficiency of Aus. Services operations.
Services operations.

END OF QUESTION AND ANSWER BOOK

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Clearly number all responses in this space.

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