**VCE Unit 1 Business Management**

**EXAMINATION**

**Semester 1 2022**

# Question and Answer Booklet

**STUDENT NAME:**

**TEACHER(S):** Ms Emerson-Drake and Mr Hyde

**TIME ALLOWED: Reading time 15 minutes**

# Writing time 90 minutes

**INSTRUCTIONS**

**You are not permitted to use notes, texts or a dictionary. You are to answer each question in the space provided. Do not write in pencil. Write in black or blue pen only.**

**STRUCTURE OF BOOKLET / MARKING SCHEME**

|  |  |  |
| --- | --- | --- |
| Exam Section | Number of questions to be answered | Total marks |
| SECTION A | 4 | 32 |
| SECTION B | 7 | 18 |
| TOTAL | 11 | 50 |

Students are not permitted to bring mobile phones or any other smart devices or unauthorised materials in the exam room.

**SECTION A** (32 marks)

**Instructions for Section A**

Answer **all** questions in the spaces provided.

**Question 1** (22 marks)

**22nd Espresso**

Samantha Wei is planning on opening a takeaway café in a shopping centre in Melbourne’s central business district. She intends to name the café ‘22nd Espresso.’ The café will sell coffee, tea, sandwiches, cakes and muffins. She plans to focus mainly on selling food and drinks to office workers. She wants to keep her costs low and operate an environmentally sustainable business by minimizing waste and using single-use compostable cups and packaging. Samantha aims to make a profit and expand the business if the café is a success.

1. Describe and apply **one** labour resource, **one** capital resource and **one** natural resource for 22nd Espresso. 6 marks
2. Samantha does not have enough money from her savings to pay all business establishment costs, such as purchasing capital equipment.

Identify **two** sources of finance that Samantha could use to start her business. Justify **one** source of finance that would be the most suitable in helping Samantha to establish her business. 3 marks

1. Describe one factor that might have influenced Samantha’s decision to locate her business in a shopping centre in the CBD. 2 marks
2. Samantha is considering undertaking a SWOT analysis to help with business planning once her business is established. Explain how Samantha would conduct a SWOT analysis of her business. 4 marks
3. Propose and justify **two** possible personal motivations behind Samantha’s decision to open ‘22nd Espresso’. 4 marks
4. Samantha has decided to employ workers with an asylum seeker background. She has approached an organization that helps match asylum seekers seeking employment with a suitable employer.

Explain how this decision could influence the economic and social wellbeing of Australia. 3 marks

**Question 2** (2 marks)

Describe **two** business support services that a new business owner could use to help them establish their business.

**Question 3** (4 marks)

Describe and discuss a sole trader as a legal business structure.

**Question 4** (4 marks)

Explain **one** benefit and **one** cost for a business owner of establishing their own business.

**SECTION B: CASE STUDY** (18 marks)

# Moonshot Automotive

Helen Tusk owns a car design and manufacturing company called Moonshot Automotive. The company has developed an electric car powered by a battery that enables the car to travel 100 kilometres without the driving having to stop and recharge.

Representing Australian companies like Moonshot Automotive at the national level is Electric Vehicle Association, which is a special interest group that supports the electric vehicle industry.

Helen plans to keep the company 100% Australian owned and use Australian-manufactured components.

She has identified the following issues that could affect business planning at Moonshot Automotive and the long-term success of the business:

* competition from overseas businesses
* pressure to adopt socially responsible practices.

**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** (2 marks)

With reference to Moonshot Automotive, define the term ‘special interest group.’

**Question 2** (4 marks)

Using examples, distinguish between the macro and operating environments of a business such as Moonshot Automotive.

**Question 3** (2 marks)

Describe one technological issue that could affect business planning at Moonshot Automotive.

**Question 4** (3 marks)

Explain how overseas competition could affect business planning at Moonshot Automotive.

**Question 5** (2 marks)

Propose a supply chain for Moonshot Automotive.

**Question 6** (2 marks)

Describe one corporate social responsibility decision that Moonshot Automotive could make to improve its business reputation.

**Question 7** (3 marks)

Propose and justify **one** type of business model that would be appropriate for Moonshot to use to sell its products.

# Extra space for responses

**Clearly number all responses in this space.**

15

16

17