**Student Name:** 



# **2023 BUSINESS MANAGEMENT UNIT 3 & 4**

# **Trial Examination 2**

Reading Time: 15 minutes Writing Time: 2 hours

# **QUESTION & ANSWER BOOK**

## Structure of book

Section	Number of	Number of questions to	Number of
	questions	be answered	marks
Α	4	4	40
В	7	7	35
			Total: 75

- Students are permitted to bring into the examination room: pens, pencils, highlighters, erasers, sharpeners, rulers.
- Students are NOT permitted to bring into the examination room: blank sheets of paper and/or white out liquid/tape.
- No calculator is allowed in this examination.

## **Materials supplied**

• Question and answer book of 20 pages

## Instructions

- Answer all questions in the answer book.
- All written responses must be in English.

Students are not permitted to bring mobile phones and/or any other unauthorized electronic devices into the examination room.

Instru	ctions

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

## **SECTION A**

## Question 1 (10 marks)

DIY Blinds is one of the fastest growing window furnishing business in Victoria. The business offers easy to buy Australian made window furnishings online. This allows homeowners to virtually design and purchase premium blind shutters and curtains, removing the need for a traditional bricks and mortar showroom. With a current staff of 120 employees the business has opened an office in Sydney and is now looking to expand to Queensland.

Source: <u>www.smartcompany.com.au/plus/how-diy-blinds-built-disruptive-business</u>

a. Define the term 'online services'.	2 marks
<b>b</b> . DIY Blinds would seek to achieve several business objectives. One of these would be efficiency. Explain this business objective with reference to DIY Blinds.	e to improve 3 marks

<b>c.</b> Distinguish between on-the-job and off-the-job training and justify which would be more appropriate for DIY Blinds.	5 marks

Question 2 (12 marks) Urban Ideas is a construction company that has recently gone into liquidation terminating 150 employees without warning. Management have blamed the rising costs of materials as a major factor behind the sudden closure of the business.	
	Fictional scenario
a. Compare redundancy with resignation referring to Urban Ideas in your answer.	4 marks

<b>b.</b> Outline <b>two</b> entitlement considerations for the employees who have been made Urban Ideas.	redundant at 4 marks

<b>c.</b> Describe the effects of this decision on <b>two</b> stakeholders of Urban Ideas.	4 mark

# Question 3 (6 marks) 'Change management models are designed to help a business navigate its way through change.' Analyse <u>one</u> of Lewin's change management theories referring to the statement in your response.

## Question 4 (12 marks)

Source: <u>www.news.com.au</u>

McPhail's Furniture located in Wangaratta in country Victoria was on the brink of closure during COVID when Casey and Taylor McPhail the co-owners decided to sell their furniture online through Facebook marketplace. Their father originally set up the business in the 1960's to sell new and used good quality furniture. The brothers took the initiative to go online and invested a lot of money in both stock and marketing the business. Increased customer demand for the furniture created more jobs and sales as they were able to offer an immediate delivery service of their products anywhere in Victoria, Adelaide, and Cairns for a flat rate of \$59.

Warch 5", 2023	
<b>a.</b> Justify the proactive approach to change the brothers adopted during COVID for their furn business.	niture 3 marks
<b>b.</b> Explain <b>one</b> driving and <b>one</b> restraining force for change at McPhail's Furniture.	4 mark

<b>c.</b> McPhail's Furniture offers a rustic/country style furniture collection to customers made of recycled materials which include timber and metal furniture.
Analyse the efficiency of operations using recycling. 3 mark

<b>d.</b> Outline <b>one</b> corporate social responsibility consideration for operations at McPhail Furnit	ture. 2 marks

**End of Section A** 

## **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.

Cassava Bags Australia is a Sydney based business that manufactures a plastic free bag that they created which dissolves in hot water in seconds. Three millennia's and business colleagues with a love for the great outdoors are behind the newly launched brand — Chun Lau, Bruce Delarossi and Telusa Mapapalan. It is the world's first biodegradable single use plastic bag using the cassava root vegetable native to South America, to create the biodegradable film used to make the bags. Cassava Bags Australia's product range have been tested by internationally recognised companies and proven to be plastic free and non-toxic that is not harmful to the environment. Cassava Bags Australia trades under the name of No Plastic International Pty. Ltd and has undergone vigorous testing for quality control to meet all government regulations. The business generated \$800,000 in its first year of operation and is now producing over 7 million products which include bin liners, pet waste bags, aprons, sanitation covers and retail bags.

Source: www.cassavabagsaustralia.com.au

## Question 1 (3 marks)

Cassava Bags Australia currently has 2.8% of the market share in plastic free bags. They are seeking to increase this KPI in the next 12 months.

Explain how this key performance indicator could be used to analyse the success of the business.

Question 2 (4 mark	cs)
Cassava Bags Austra	ralia is set up as a private limited company. Justify this choice made by the owner

<b>Question 3 (4 marks)</b> Describe <b>two</b> strategies that Cassava Bags Australia could implement to develop its corporate culture as it continues to expand its manufacturing and distribution divisions.			

# Question 4 (10 marks)

Cassava Bags Australia implements quality control to ensure their biodegradable products meet customer expectations.

Evaluate this quality strategy to improve the efficiency and effectiveness of operations and discuss how Cassava Bags Australia's product range contributes to waste minimisation.			
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# Question 5 (4 marks)

strategies now that the business has been operating for over 12 months.			
Compare appraisals with self-evaluations.			

The three owners of Cassava Bags Australia are keen to improve employee performance. They are considering implementing either appraisals or self-evaluations or both performance management

# Question 6 (4 marks)

Cassava Bags Australia is keen to expand into the global	I market with its biodegradable single use bag
and liner range.	

Explain the importance of reviewing key performance indicators to evaluate the effectiveness of this business transformation referring to the number of website hits in your answer.
,
<b>Question 7 (6 marks)</b> Discuss <b>two</b> management strategies Cassava Bags Australia could implement to seek new business opportunities.


**END OF QUESTION AND ANSWER BOOKLET** 

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