B

Free Exam
for 2010-16 VCE study design

Engage Education Foundation

Units 3 and 4 Business Management

Practice Exam Question and Answer Booklet

Duration: 15 minutes reading time, 2 hours writing time

Structure of book:

Number of questions	Number of questions to be answered	Number of marks
4	4	65

- Students are permitted to bring into the examination room: pens, pencils, highlighters, erasers 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 allowed in this examination.

Materials supplied:
- This question and answer booklet of 16 pages.

Instructions:
- You must complete all questions of the examination.
- Write all your answers in the spaces provided in this booklet.

Instructions

Answer all questions in the spaces provided.

Questions

Question 1

During a strategic planning meeting, Budget Airlines, an inexpensive airline company, are debating whether their organisation's main focus should be on corporate social responsibility or shareholders.

a. Define the term shareholders.

1 mark

b. Define the term social responsibility.

1 mark

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c. Discuss with reference to stakeholders the advantages and disadvantages of Budget Airlines being socially responsible. In your answer, decide on which approach you would suggest to top management for the organisation's success and justify your position.

7 marks

d. Discuss how Budget Airlines may use the key management role of planning in achieving your chosen position.

6 marks

e. Identify two factors in the macro environment and explain how they may influence a large scale organisation with an example.

4 marks

Total: 19 marks

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Question 2

'We Share' is a not-for-profit organisation run mainly by volunteers, which operates by collecting second-hand appliances and distributing them to members of the community who have limited access. In the last year, manager Paul Jackson has noticed that the organisation has received significantly less donations and that many people are giving and receiving goods from other organisations. Paul has decided to use new strategies that will turn 'We Share' into a more competitive organisation.

a. Discuss the objectives of an organisation like 'We Share'.

2 marks

b. Identify whether 'We Share' is a manufacturing or service organisation. Explain why, including the key elements of their operations system in your answer.

7 marks

c. Suggest how Paul may use the operations strategies of quality and material management to improve the competitiveness of 'We Share'.

6 marks

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d. Discuss two management skills that Paul could use to guide staff when implementing the new operations management strategies.

4 marks

e. Explain, using a motivation theory, how the Human Resource Manager at We Share could motivate staff as the organisation becomes more competitive.

4 marks

Total: 23 marks

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Question 3

Jim Green is a highly experienced and valued staff member who recently resigned after twenty years of employment. As a result, a new job vacancy is available which human resource manager Claire Miller is required to fill.

a. Suggest how the Claire may use human resource management strategies associated with the recruitment and selection process to establish new employment.

6 marks

b. Explain what phase of the employment cycle Jim Green is currently in and suggest a human resource strategy Claire may use in the management of his resignation.

3 marks

c. Discuss two sources of change within the internal environment which Claire may have to manage.

4 marks

Total: 13 marks

Question 4

Analyse low-risk and high-risk strategies that could be used to effectively manage change associated with a significant issue or organisation that you have studied this year.

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10 marks

End of Booklet

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