



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
7	7	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 17 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

Define the terms corporate culture and training and explain how training can be used to develop corporate culture.

3 marks

Question 2

Pumping Kicks is a leading Australian kid's shoe brand. Management have decided to expand their range and offer street-wear shoes for men and women.

- a. Define the term planning and outline a typical planning process which Pumping Kicks should undertake as they work to expand their range.

6 marks

- b. Outline two performance indicators Pumping Kicks could use to measure the success of the planning process undertaken.

2 marks

- c. The decision to expand their range of shoes was made by the CEO of Pumping Kicks without consultation with other levels of management. Identify the management style adopted by the CEO and outline two advantages and two disadvantages of this management style.

4 marks

Total: 12 marks

Question 3

The Spotlight Foundation is a not-for-profit organisation that helps out children and their families that suffer from horrendous illnesses and diseases. They provide assistance and care to families by offering help with bills and medical expenses as well as providing activities and days out for the children to enjoy. They rely heavily on donations and government support.

- a. Outline one contribution The Spotlight Foundation makes to the Australian economy.

2 marks

- b. Contrast the objectives of The Spotlight Foundation with the objectives of a for-profit organisation such as Woolworths.

2 marks

c. Describe the operations system of an organisation such as The Spotlight Foundation.

4 marks
Total: 8 marks

Question 4

Jagger Jeans is a retailer that provides customers with tailored jeans fit for their shape and size. Customers try on a generic pair of jeans and a sales assistant tailors the jeans to fit them perfectly. An increase in sales has led the CEO to grow the business through opening an additional 20 stores throughout Victoria and New South Wales.

- a. Identify and explain one selection process the Human Resources Manager could implement to ensure the appropriate staff are employed at the new stores.

6 marks

Jagger Jeans has their generic sized jeans supplied by OzJeans Pty Ltd.

- b. Outline two differences between the operations management system of OzJeans Pty Ltd (a manufacturer) and Jagger Jeans (a service organisation).

4 marks

In the past three months, Jagger Jeans has seen an increase in the number of returned items due to the stitching being faulty. As a result, Jagger Jeans has shown their concern to OzJeans and sought an improvement in the quality of the denim and stitching.

- c. Define both quality control and quality assurance and outline how OzJeans can implement each of these quality management strategies in order to improve the quality of the jeans and stitching.

4 marks

- d. Describe the materials management system most appropriate for Jagger Jeans and explain how an appropriate materials management system can improve business competitiveness.

4 marks
Total: 18 marks

6 marks

Question 6

MyWeb is an Internet service provider and has just appointed a new Human Resource Manager, Sarah Grey. Currently, MyWeb takes a centralised approach towards employee relations, however Sarah has identified that MyWeb would benefit from a decentralised approach to employee relations.

- a. Explain the similarities and differences between a centralised and a decentralised approach to employee relations.

4 marks

- b. Sarah has decided that a participative management style would be the best style to adopt when discussing changes to employee relations with the employees of MyWeb. Outline two characteristics of this management styles and two skills that Sarah will need when negotiating employment conditions and pay.

4 marks

Total: 8 marks

Question 7

Change is an aspect of the business world that organisations will inevitably face. The success of an organisation will largely depend on how well they can react to and initiate change. Discuss how organisations can use low-risk and high-risk strategies for dealing with change management and explain the potential impacts on the internal environment. In your responses, make reference to an organisation or significant change issue that you have studied this year.

10 marks

End of Booklet

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