



# Victorian Certificate of Education

## 2009

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

### STUDENT NUMBER

Figures

Words


Letter

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# BUSINESS MANAGEMENT

## Written examination

Friday 13 November 2009

Reading time: 3.00 pm to 3.15 pm (15 minutes)

Writing time: 3.15 pm to 5.15 pm (2 hours)

## QUESTION AND ANSWER BOOK

### Structure of book

<i>Number of questions</i>	<i>Number of questions to be answered</i>	<i>Number of marks</i>
3	3	60

- 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 allowed in this examination.

#### Materials supplied

- Question and answer book of 16 pages.
- Additional space is available at the end of the book if you need extra paper to complete an answer.

#### Instructions

- Write your **student number** in the space provided above on this page.
- All written responses must be in English.

**Students are NOT permitted to bring mobile phones and/or any other unauthorised electronic devices into the examination room.**











**Question 2**

Wombat Airlines is a large-scale organisation that operates internationally. A unique feature of this airline is that it does not outsource any part of its business. This means it is responsible for the maintenance and cleaning of its planes and the manufacture and supply of the food that it serves.

- a. Describe **two** characteristics that would identify Wombat Airlines as a large-scale organisation.

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2 marks

- b. Outline **three** ways that large-scale organisations contribute to the economy.

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3 marks





**d.** Strategies that managers use to optimise their operations can be grouped into four areas.

These are

- facilities design and layout
- materials management
- management of quality
- technology.

Select **two** areas from the above list.

Identify and describe **one** operations management strategy from each of the **two** areas selected. Discuss how Wombat Airlines could use them to improve its operations.

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4 marks



**Question 3**

The Wilton Hotel has decided to change its business strategy and upgrade from a 3 star hotel to a 5 star luxury resort. Ms Zheng, the proprietor, realises that the staff will need to improve their standard of service to achieve a 5 star rating. An increase in the staff to client ratio is also needed, so twenty new staff will be employed.

- a. Discuss **two** ways this change in business strategy will affect the way in which the human resource department selects new staff.

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4 marks

- b. Explain a relevant motivational theory. Discuss how it might assist the human resource manager to motivate staff to improve their level of performance.

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4 marks

- c. Describe **one** driving force and **one** restraining force for change that Ms Zheng may have considered before adopting this business strategy.

i. Driving \_\_\_\_\_

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ii. Restraining \_\_\_\_\_

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2 + 2 = 4 marks





