



VCE Business Management

Written examination – End of year

Sample questions

These sample questions are intended to demonstrate how new aspects of Units 3 and 4 of VCE Business Management may be examined. They do **not** constitute a full examination paper. Note: One extended-answer question, worth 10 marks, will be in **either** Section A **or** Section B. In this sample, a 10-mark extended-answer question has been provided in each section.

SECTION A

Question 1 (12 marks)

Dennis is the owner of a highly successful burger chain. In response to a decline in sales, Dennis has made the decision to introduce a home delivery service with orders to be placed via the business's website.

Recent media reports about the meat industry and its negative impacts on the environment are causing Dennis to be concerned that sales could decline.

Describe one st	strategy that could be implemented to improve waste minimisation a	at this
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BUSI	MAN (SAMPLE)	
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A can have increased to in	estion 2 (17 marks) are cleaning and detailing business recently received customer complaints. The complaints are increased significantly due to the poor service provided by the business. Staff turnover has eased by 30% in the last 12 months and several employees have lodged WorkCover claims due ajuries. The business is also facing civil court proceedings from several customers for alleged age to their cars.	
a.	Outline the factors that you would consider when identifying the real corporate culture of the business.	3 marks
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).	Describe two strategies that the business could implement to develop their corporate culture.	4 mark
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strategy to improve the employees' performance.	4

tion 3 (11 marks) Define the term 'online serv	vices'.	2
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Outline one way in which a	artificial intelligence has been used in a contemporary business that	-
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	artificial intelligence has been used in a contemporary business that	

 you have studied this year.	6 r

Question 4 (10 marks)

Discuss how a business's pursuit of the objective of improving effectiveness may have an impact on the interests of two of the following stakeholders:

•	employees
•	suppliers
•	the general community
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BUSMAN (SAMPLE)		

SECTION B – Case study

Case study

Asteroid Management Ltd is a sports management business with seven branches throughout Australia. The business has more than 100 employees and manages the careers of more than 800 professional sportspeople.

The Human Resource Manager has recently noticed that while the business is profitable, there seem to be two groups of employees.

Group 1	Group 2
 This group of employees: have very low staff turnover show enthusiastic participation in performance management strategies such as self-evaluation and staff observation are in strong agreement with the objectives of the business, including a willingness to work hard to meet shareholder expectations The Human Resource Manager estimates that approximately 25% of employees fit into this group. 	 This group of employees: have low staff morale show unwillingness to participate in mediation during a dispute do not participate in regular on-the-job training activities relating to occupational health and safety issues in the workplace show high rates of staff absenteeism and a decline in the rate of productivity growth The Human Resource Manager estimates that approximately 40% of employees fit into this group.

Asteroid Management Ltd is keen to consider strategies to seek out new business opportunities; however, there is concern about potential employee resistance to change. At the annual general meeting, plans were laid out for the following changes to occur within the next 12 months:

- increasing investment in new technologies
- opening new branches in New Zealand
- expanding the market to include entertainment personalities

Question 1 (2 marks)		
Identify two pieces of evidence in the case study to show that this business is a public listed company.		

Question 2 (4 marks)
Explain the importance of reviewing key performance indicators to evaluate the effectiveness of business transformation.

Question 3 (4 marks)
Compare one proactive approach to change and one reactive approach to change that could be used by Asteroid Management Ltd.

Question 4 (10 marks) Analyse the use of one motivation theory and two relevant motivation strategies that could be used by Asteroid Management Ltd to overcome the restraining forces that might be occurring.	

BUSMAN (SAMPLE)			

Question 5 (6 marks) Discuss the use of on-the-job training by Asteroid Management Ltd while it is expanding its business in				
New Zealand.				

Question 6 (4 marks)
Explain the need to create a positive culture for change at Asteroid Management Ltd. In your response, refer to two principles of Senge's Learning Organisation.

Question 7 (5 marks)

The Operations Manager at Asteroid Management Ltd has indicated that she would like the business to:

- significantly increase its investment in technology
- redeploy some labour resources (employees) to other countries.

Describe the way in which one of the strategies above might be used by Asteroid Management Ltd. Explain the impact that this might have on one key performance indicator for the business.				