

STUDENT NUMBER Letter

VCE VET BUSINESS

Written examination

Wednesday 2 November 2016

Reading time: 11.45 am to 12.00 noon (15 minutes)

Writing time: 12.00 noon to 1.30 pm (1 hour 30 minutes)

QUESTION AND ANSWER BOOK

Structure of book

<i>Section</i>	<i>Number of questions</i>	<i>Number of questions to be answered</i>	<i>Number of marks</i>
A	20	20	20
B	20	20	80
			Total 100

- 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 correction fluid/tape.

Materials supplied

- Question and answer book of 19 pages.
- Answer sheet for multiple-choice questions.

Instructions

- Write your **student number** in the space provided above on this page.
- Check that your **name** and **student number** as printed on your answer sheet for multiple-choice questions are correct, **and** sign your name in the space provided to verify this.
- All written responses must be in English.

At the end of the examination

- Place the answer sheet for multiple-choice questions inside the front cover of this book.

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

SECTION A – Multiple-choice questions**Instructions for Section A**

Answer **all** questions in pencil on the answer sheet provided for multiple-choice questions.

Choose the response that is **correct** or that **best answers** the question.

A correct answer scores 1; an incorrect answer scores 0.

Marks will **not** be deducted for incorrect answers.

No marks will be given if more than one answer is completed for any question.

Question 1

Which one of the following is an output device?

- A. mouse
- B. printer
- C. keyboard
- D. numerical keypad

Question 2

The returns policy of a business is guided by

- A. privacy laws.
- B. consumer law.
- C. anti-discrimination legislation.
- D. workplace health and safety legislation.

Question 3

What should an employee always do when addressing a customer complaint?

- A. Consider the customer's perspective.
- B. Refer to the customer service charter.
- C. Consider the complaint from all sides.
- D. Provide the customer with a copy of the customer service charter.

Question 4

When delivering a service to customers, open questions are used to

- A. build customer confidence.
- B. encourage repeat business.
- C. appear professional and courteous.
- D. encourage a customer to explain their needs.

Question 5

Shadowing is a process in which a new staff member follows an experienced staff member.

It is also known as

- A. mentoring.
- B. advanced training.
- C. peer-to-peer coaching.
- D. professional leadership.

Question 6

An administrative assistant is producing a business document.
It is important that the administrative assistant

- A. uses a lot of colour.
- B. is creative with the design.
- C. formats the document in Times New Roman font.
- D. uses a format that is in line with company guidelines.

Question 7

A version control register is used to

- A. keep track of software updates.
- B. control employee perspectives.
- C. record different points of view on a matter.
- D. record minor and major changes to documents.

Question 8

Which one of the following is the best option for creating a digital version of a hard-copy document or image?

- A. printer
- B. scanner
- C. computer
- D. photocopier

Question 9

A style guide assists an employee with

- A. the functions and features of contemporary computer applications.
- B. the appropriate technology for production requirements.
- C. the organisational requirements for document design.
- D. organisational policies, plans and procedures.

Question 10

When an employee has no decision-making authority to deal with a customer issue, they should

- A. consult the company intranet.
- B. refer the issue to a manager or supervisor.
- C. apologise and tell the customer there is nothing that can be done.
- D. ask for assistance from a more experienced colleague who is at the same level.

Question 11

To avoid data loss, it is best practice to

- A. use a file-sharing site.
- B. email files to an address on a different server.
- C. save files on a shared server that is backed up regularly.
- D. save files on an external hard drive, as well as on a personal computer.

Question 12

Which of the following software functions can be used to improve the appearance and increase the readability of a document?

- A. mail merge
- B. watermark
- C. find and replace
- D. bullets and numbering

Question 13

Why is it important to name documents according to organisational requirements?

- A. to ensure the file can be located at a later date
- B. to comply with privacy legislation
- C. to ensure readability
- D. to avoid data loss

Question 14

Which software type is the most appropriate to develop a customer mailing list?

- A. database
- B. presentation
- C. word processing
- D. accounting package

Question 15

An efficient way to format text in a document is to use

- A. styles.
- B. add-ins.
- C. references.
- D. data validation.

Question 16

A budget for a quarterly promotional activity is an estimate of

- A. income and expenditure for a set period of time.
- B. product sales required to meet operational costs.
- C. income and expenditure for an undefined period.
- D. products and services sold as a result of a promotion.

Question 17

The impact of promotional activities can be assessed using verifiable sources.

Such sources include

- A. complaints.
- B. lapsed clients.
- C. sales reports.
- D. number of returned goods.

Question 18

The purpose of key performance indicators (KPIs) is to

- A. routinely monitor service standards.
- B. provide measures to assess workplace performance.
- C. seek performance feedback from clients and colleagues.
- D. determine an employee's ability to self-assess work performance.

Question 19

Incorporating contingencies into a work plan will

- A. address skill gaps.
- B. help prioritise the workload.
- C. help users to respond to organisational objectives.
- D. provide options if the original plan does not work out.

Question 20

When referring to goals, what does SMART stand for?

- A. specific, manageable, attainable, relevant, teamwork
- B. specific, measurable, attainable, reachable, teamwork
- C. specific, measurable, achievable, relevant, time-bound
- D. specific, manageable, achievable, reachable, time-bound

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SECTION B**Instructions for Section B**

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

Question 1 (2 marks)

Give two reasons why a business might use customer loyalty cards.

1. _____

2. _____

Question 2 (4 marks)

In the table below, provide a definition of an open question and a closed question. For both types of questions, give an example that can be used to identify customer needs.

	Open question	Closed question
Definition		
Example		

Question 3 (8 marks)

Results from a recent survey on customer service delivery are displayed in the following table. The numbers in the table refer to customers.

Customer service delivery area	Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied
A. availability of a staff member to provide assistance	2	3	2	5	3
B. time taken to resolve the customer query	0	2	8	4	1
C. staff members' product knowledge	1	4	5	5	0
D. staff members' knowledge of customer service procedures	0	0	2	9	4

a. Give two possible explanations for the range of results for customer service delivery area A. 2 marks

1. _____

2. _____

b. From the table above, identify a customer service delivery area in which staff need additional training. Explain why. 2 marks

Service delivery area _____

Explanation _____

c. List two ways that staff could develop their customer service skills. 2 marks

1. _____

2. _____

- d. Explain why staff knowledge of customer service procedures is important to the organisation. Identify a benefit to the organisation. 2 marks

Explanation _____

Benefit _____

Question 4 (2 marks)

You are a customer service officer in a busy city bank. You need to respond to a range of customers.

Explain how you would meet the specific needs of the following customers.

- A hearing-impaired customer with a complaint

- A non-English-speaking Australian who wishes to open an account

Question 5 (3 marks)

Explain how customer feedback can improve customer service delivery and benefit an organisation. Provide an example.

Explanation _____

Example _____

Question 6 (8 marks)

A small insurance company is planning a promotional activity to attract new customers. It is considering a breakfast function for potential customers who work full time.

- a.** Give two reasons why this promotional activity would be suitable for the insurance company. 2 marks

1. _____

2. _____

- b.** Give two examples of promotional material that could be given to the breakfast guests. 2 marks

1. _____

2. _____

- c.** List two other promotional activities that could be used to attract new customers. 2 marks

1. _____

2. _____

- d.** Explain two benefits of evaluating the outcomes of the organisation's promotional activities. 2 marks

1. _____

2. _____

Question 7 (3 marks)

While undertaking research on competitors’ products, an employee came across conflicting information in two different sources.

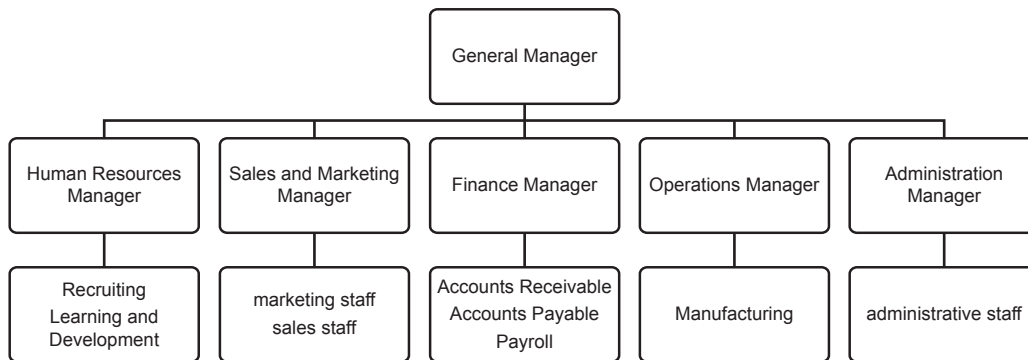
List three ways the employee could clarify which source is accurate.

1. _____

2. _____

3. _____

Question 8 (12 marks)



The organisational chart above shows the structure of an organisation.

a. Annie is an administrative staff member.

Who does Annie report to?

1 mark

b. The Sales and Marketing Manager is responsible for pricing, distribution and advertising.

Give two examples of information that Annie might seek from the Sales and Marketing Manager.

2 marks

1. _____

2. _____

- c. Annie has been asked to participate in a work team to plan the next product launch. Annie's role will be preparing business documents.

Identify two other staff members who could join the team and suggest a task for each.

4 marks

1. _____

2. _____

- d. As part of the work team described in **part c.**, Annie is required to produce an agenda for today's meeting and print material for distribution at the meeting. The meeting begins in two hours. Annie also has to update the project report, which is due for completion in three days' time, and print and collate the project report for distribution.

- i. Identify the task that has the highest priority.

1 mark

- ii. Identify the task that has the lowest priority.

1 mark

- e. Annie has observed that one of her colleagues looks stressed.

- i. Identify a possible sign of stress.

1 mark

- ii. What two strategies could Annie recommend to her colleague to overcome stress?

2 marks

1. _____

2. _____

Question 9 (2 marks)

Give two reasons why an employee should preview a document before printing.

1. _____

2. _____

Question 10 (4 marks)

- a. Provide two reasons why it is important to clarify with the person who instructs you to create a document, what the format and style requirements are before producing a document. 2 marks

1. _____

2. _____

- b. List two design features to enhance the appearance of an agenda. 2 marks

1. _____

2. _____

Question 11 (2 marks)

Provide two examples of a proforma or a template used by a business.

1. _____

2. _____

Question 12 (2 marks)

Explain two differences between portrait orientation and landscape orientation.

1. _____

2. _____

Question 13 (4 marks)

Complete the table below by describing the purpose of each document given.

Document	Purpose
memorandum	
minutes	
report	
brochure	

Question 14 (4 marks)

Describe how each of the following software functions can increase the readability of a document.

• Bold _____

• Bullets and numbering _____

• Shading _____

• Alignment _____

Question 15 (3 marks)

List three sources of feedback on an individual staff member's workplace performance.

1. _____

2. _____

3. _____

Question 16 (2 marks)

List two ways of identifying variations in the quality of products and services between brands.

1. _____

2. _____

Question 17 (5 marks)

'Task' and 'time frame' are two headings that can be used in a work plan to achieve goals.

- a. Why is it important to identify how much time it takes to complete tasks? 1 mark

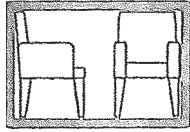
- b. Give two other possible headings that could be in a work plan and explain the importance of each. 4 marks

Heading 1 _____

Explanation _____

Heading 2 _____

Explanation _____

Question 18 (6 marks)

SMODA DESIGN
555 Couture Drive Tableland VIC
Phone: 03 3003 3003
Fax: 03 3333 0000
Email: info.smodadesign.com

Our ref:FG567
Your ref: TL0999

Tess French
Accent Pty Ltd
PO Box 3221
Yarravale VIC 3221

Dear Tess,

Thank you for placing the order referred to above. We are happy to be able to continue the long-standing relationship that Smoda Design has had with Accent for the past eight years.

To show our gratitude for your loyalty to our company, I would like to invite you to attend the Tenth Annual Simple Design Convention. Enclosed is a flyer with full details of the dates and location of the convention. Attending the convention will give you the opportunity to view the latest design products available. You will also be provided with: complimentary parking, a four-course dinner following the opening of the convention, and a sample bag. At the dinner you will have the opportunity to discuss the latest design trends with expert designers and like-minded people.

Please telephone Stacey at our office to confirm your attendance. I hope that I have the opportunity to speak with you at the event.

Yours sincerely,

Carrie Maestro
National Manager

Identify six errors in the business letter on page 18.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Question 19 (2 marks)

Name two online resources that can assist in solving problems with document design or document production.

1. _____

2. _____

Question 20 (2 marks)

Why must a product benefit both the client and the organisation?

	Benefit
Client	
Organisation	