

2019 VCE VET Business examination report

General comments

The 2019 VCE VET Business examination continued to assess the following units of competency:

- BSBWOR301 Organise personal work priorities and development
- BSBINM301 Organise workplace information
- BSBITU306 Design and produce business documents
- BSBPRO301 Recommend products and services
- BSBCUS301 Deliver and monitor a service to customers.

The examination comprised two sections: Section A, which contained multiple-choice questions, and Section B, which required written responses to questions.

Advice to students

Students should:

- read the question several times to ensure understanding of what is being asked
- look for key words/terms in questions
- attempt all questions
- be specific in answering questions
- provide only the number of examples required
- refer to the previous examination reports for an indication of acceptable responses
- answer questions in a way that will demonstrate knowledge and understanding
- use correct business terminology/language when answering questions.

Students should take care not to:

- use the same answer for multiple questions
- use generic terms such as 'things like that', 'someone' or the words 'efficiently and effectively'; these are unprofessional and too vague
- repeat the question in the answer, as this wastes time and space
- rewrite the question as the answer.

Specific information

This report provides sample answers or an indication of what answers may have included. Unless otherwise stated, these are not intended to be exemplary or complete responses.

The statistics in this report may be subject to rounding resulting in a total more or less than 100 per cent.

Section A – Multiple-choice questions

The table below indicates the percentage of students who chose each option. The correct answer is indicated by shading.

Question	% A	% B	% C	% D	% No answer
1	97	0	3	0	0
2	1	83	7	9	0
3	5	1	92	3	0
4	9	31	56	3	0
5	8	34	20	38	0
6	29	25	24	22	0
7	56	31	3	10	0
8	26	9	36	29	0
9	75	7	2	16	0
10	5	2	89	4	0
11	9	4	4	83	0
12	19	11	65	4	1
13	3	63	2	31	0
14	2	17	21	60	0
15	27	4	40	27	1
16	46	23	12	17	1
17	1	86	7	6	0
18	0	4	93	2	0
19	34	1	14	51	1
20	4	78	6	12	1

Section B

Question 1

Marks	0	1	2	Average
%	11	66	24	1.1

Acceptable responses included:

- questionnaires/surveys
- customer complaints
- returned goods
- sales figures.

Social media and focus groups were incorrect.

Generally, this question was answered satisfactorily.

Question 2

Marks	0	1	2	Average
%	23	55	22	1.0

Acceptable responses included:

- speak in a calm voice
- show empathy
- ask a colleague or supervisor who has the authority to assist.

‘Ask a colleague’ and ‘someone’ were not accepted.

Generally, this question was answered satisfactorily. Students are reminded to be specific when answering questions.

Question 3a.

Marks	0	1	Average
%	17	83	0.9

Acceptable responses included:

- MS Publisher
- MS Word
- QuarkXPress 9
- Adobe InDesign
- Adobe Photoshop
- Scribus.

‘Word document’ was not accepted.

Generally, this question was answered well.

Question 3b.

Marks	0	1	2	3	Average
%	12	32	37	19	1.6

Acceptable responses included:

- columns
- paragraphs
- images
- table
- colour schemes/contrasting
- border
- shapes
- dot points.

Generally, this question was answered satisfactorily.

Question 3c.

Marks	0	1	2	Average
%	61	31	8	0.5

Acceptable responses included:

- add/reduce space around headlines and between paragraphs and line spacing
- add/reduce space around images
- add/reduce font size.

Many responses were incorrect. Care must be taken to use the correct terminology; for example, 'font size' not 'text size', and 'reduce space' not 'minimise space'.

Question 4a.

Marks	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Average
%	9	2	9	15	9	14	18	4	7	9	1	2	1	0	0	0	4.9

Correct answers were as follows.

Error	Explanation	Correction
DO NOT	Capital letters in an email is equivalent to shouting	do not (lower case)
4	Numbers should be written out if between one and nine	four
No line spacing after second sentence	A blank line should be added between paragraphs to make it easier to read	Add line spacing between 2nd and 3rd sentence
u	'u' is informal and used in texting not business emails	you
Yours sincerely	'Yours sincerely' is the complimentary close for business letters not emails	Regards or Kind Regards not 'Cheers'

Many responses were incorrect. Many responses identified areas outside the body of the email.

Question 4b.

Marks	0	1	Average
%	14	86	0.9

An example of an acceptable response is 'indicates the content of the email before opening it'.

This question was answered well.

Question 4c.

Marks	0	1	Average
%	53	47	0.5

An example of an acceptable response is 'to send a copy of an email to a third party without the knowledge of the original recipient'.

This question was not answered well by many students.

Question 5a.

Marks	0	1	Average
%	94	6	0.1

An example of an acceptable response is 'folders that have been placed on a network for selected groups of employees/workers to access'.

Few students answered this correctly.

Question 5b.

Marks	0	1	Average
%	62	38	0.4

Acceptable responses included:

- work is less likely to be duplicated
- documents on the same/related subjects are located together
- maintains consistency of document layout throughout the organisation
- documents can be shared/viewed by many employees/workers.

Many responses needed to be more clearly stated.

Question 6a.

Marks	0	1	2	Average
%	81	16	3	0.2

Acceptable responses included:

- Merging documents could involve merging a table from Excel into a Word document, or importing information/pictures from a separate file.
- Mail merge is a function of Microsoft Word that involves creating a main document and merging this with information from another data source in order to send that document to a number of people.

Many responses were incorrect. Mail merge is a time and space saving feature and widely used in industry. Students are encouraged to learn how to use it and to explain the process.

Question 6b.

Marks	0	1	Average
%	86	14	0.2

Acceptable responses included:

- sales report – anything that indicates a chart and text, price list and text

Students needed to be specific about the type of report, for example:

- annual report
- training manual.

This question was not answered well.

Question 6c.

Marks	0	1	Average
%	62	38	0.4

Acceptable responses included:

- labels
- envelopes

- certificates
- name tags
- invitation
- business letters (not 'letters' alone).

Many responses were incorrect.

Question 7

Marks	0	1	2	3	Average
%	6	50	41	3	1.4

Acceptable responses included:

- visually appealing
- handles large data sets
- easily to read/interpret/compare.

Most students were able to identify at least one advantage.

Question 8

Marks	0	1	2	3	Average
%	23	51	22	3	1.1

Acceptable responses included:

- it is quick/easy to use
- it allows use of search function
- it can be used as a data source for mail merge
- it can hold lots of information
- it can organise information.

Many responses described what a database was instead of describing why it is the most suitable application for recording names and addresses.

Question 9

Marks	0	1	Average
%	21	79	0.8

Acceptable responses included:

- ask colleague/supervisor but not manager
- ring photocopier customer support service
- refer to the photocopier manual.

This question was answered well.

Question 10

Marks	0	1	2	3	4	5	6	7	8	9	10	Average
%	4	6	12	16	20	19	14	8	3	1	0	4.2

Acceptable responses included those in the following table.

Feature of excellent customer service	Examples
Acknowledge the customer on arrival	<ul style="list-style-type: none"> • Greet/welcome the customer on arrival • Friendly smile • Hand gesture
Establish a rapport	<ul style="list-style-type: none"> • Match your behaviour with that of the customer (e.g. be quiet if they are quiet) • Understanding why they are there: what is the purpose of their visit, what are their requirements? • Provide accurate, reliable and current advice that reassures the customer that they have come to the right person – this is important for confidence in the business • Ask customer's name
Give undivided attention to the customer	<ul style="list-style-type: none"> • Pay attention to the customer and provide genuine interest in them – eye contact, confirm listening, positive body language • Do not chat with colleagues or be distracted by answering phone calls
Be enthusiastic	<ul style="list-style-type: none"> • Treat the customer as valued • Be interested in your customer's needs • Ask questions • Use a positive tone of voice • Thank them for their business and invite them back
Create a lasting impression	<ul style="list-style-type: none"> • Summarise what they want • Acknowledge needs/wants • Show knowledge of product • Thank them for their business and invite them back • Treat the customer with value • Be interested in your customer's needs • Present well – good appearance, clean, well dressed

Question 11

Marks	0	1	2	3	4	5	6	Average
%	3	6	9	7	21	0	54	4.6

The correct responses were as follows.

Meaning	Number
the files are located throughout the office, generally at individual workstations, and are controlled by the person who creates and/or receives them	5
information that could belong in more than one category and is noted in all related categories	4

filing may use a combination of personal or business names and numbers or, more commonly, subject names and numbers.	6
documents are filed according to the date received, with the most recent on top all documents are usually in ascending date order	2
the written record of the files in the filing cabinet, where the movement of electronic files is recorded	3
a system where there is only one filing location and specialised staff may be responsible for the operation of this filing location	1

The question was answered well, although many students still confused some terms.

Question 12

Marks	0	1	2	3	4	5	6	Average
%	12	36	29	15	6	2	0	1.7

In identifying the advantages of a value-added deal over a discount, students had to show a thorough understanding of the promotional costs, overheads of the business, value added programs, and reasons for the promotion. High-scoring responses were able to refer to outcomes such as customer volume and satisfaction, increased sales, word of mouth recommendation to other customers, greater value for money, and differentiation from competitors. These responses could also identify that stock turnover and profit were the same for the two options.

Many responses were incorrect or showed poor understanding of these factors.

Question 13a.

Marks	0	1	Average
%	57	43	0.5

An acceptable answer was 5:1 or 1:5.

Some students did not attempt this question.

Question 13b.

Marks	0	1	Average
%	32	68	0.7

The correct answer was 20%.

Of the three parts to Question 13, this was the part most frequently and successfully attempted.

Question 13c.

Marks	0	1	Average
%	55	45	0.5

The correct answer was \$460 000.

Students should use their calculators to calculate answers to questions of this type. Students should write clearly to ensure numbers are legible.

Question 14a.

Marks	0	1	Average
%	25	75	0.8

Acceptable responses included:

- dissatisfied – did not do what was intended
- wrong colour/size
- change of mind but was accepted as Australian Consumer Law states no refund.

Generally, this question was answered well.

Question 14b.

Marks	0	1	2	Average
%	3	17	80	1.8

Acceptable responses included:

- date of purchase
- product or service
- price
- GST
- payment method.

Generally, this question was answered well.

Question 14c.

Marks	0	1	2	Average
%	5	42	53	1.5

Acceptable responses included checking:

- for wear and tear
- that it is the same item code on receipt
- for proof of purchase
- that returns are within policy guidelines.

Generally, this question was answered well.

Question 15a.

Marks	0	1	2	Average
%	25	8	67	1.4

The following is an example of a possible high-scoring response.

Yes. The Customer Charter states that: 'We aim to respond to phone enquiries and emails within 48 hours. However, staff are not expected to respond to this timeframe during weekends and public holidays'. Although on first glance it may appear that Aria did not respond during this period of time, one needs to consider that 9 November 2019 is a Saturday, which is the weekend; with this in mind, Aria has met the requirements of the Customer Service Charter and has performed her job in a satisfactory manner.

Generally, this question was answered well.

Question 15b.

Marks	0	1	2	3	Average
%	14	36	34	16	1.5

The following is an example of a possible acceptable response.

In a calm voice direct him to her reply to his email enclosing the price list and ask him whether there was any other information he required. She could apologise for the inconvenience. If Mr Orang still wanted to escalate the matter, Aria should refer him to her supervisor.

Generally, this question was answered well.

Question 15ci.

Marks	0	1	Average
%	37	63	0.6

The following is an example of a possible response.

Stress is an internal response to a situation that challenges our ability to cope either physically or mentally.

Question 15cii.

Marks	0	1	2	Average
%	6	22	72	1.7

Acceptable responses included:

- absence from work
- alcohol or drug abuse
- workplace conflict
- high staff turnover
- poor work performance
- angry/frustrated/irritable
- being over-emotional (e.g. crying)
- poor sleeping habits
- inability to concentrate
- trouble concentrating
- feeling anxious, hopelessness
- tired
- feeling worn out/run down
- headache/body aches / sore neck
- loss of energy/motivation.

Generally, this question was answered well.

Question 15ciii.

Marks	0	1	2	Average
%	9	25	66	1.6

Acceptable responses included:

- excessive work hours /complex tasks/unrealistic expectations of work performance
- physical environment (e.g. noise/ergonomic problems)

- poor communication / unclear roles/responsibilities
- bullying / harassment / poor relationships with colleagues/manager / cultural issues
- insecurity in job/high staff turnover / poor chances of advancement/promotion
- workplace conflict such as violence with colleagues or family
- budget constraints.

Generally, this question was answered reasonably well.