

STUDENT NUMBER           Letter

# INDUSTRY AND ENTERPRISE

## Written examination

**Friday 13 November 2015**

**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>
7	7	70

- 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.
- No calculator is allowed in this examination.

#### Materials supplied

- Question and answer book of 20 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.**

**Instructions**

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

You are encouraged to draw on your structured workplace learning and wider industry knowledge when answering questions in this paper.

**Question 1** (9 marks)

Creating a safe work environment is critical to the success of your business, and is one of the best ways to retain staff and maximise productivity. Though it may cost to implement safe practices and install safety equipment, the effect of not taking action can be severe.

As a business owner you have responsibilities regarding health and safety in your workplace. You need to ensure that your business doesn't create health and safety problems for your employees, customers or the public.

Source: [www.business.gov.au](http://www.business.gov.au)

- a. Describe how occupational health and safety (OH&S) is managed in a workplace or community setting with which you are familiar.

2 marks

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**Question 2** (7 marks)

Peter Robinson is the owner and director of a medium-sized construction company, Robinson Construction, specialising in home renovations. He plans to focus on quality assurance to increase the company’s market share and competitiveness within the construction industry.

- a. Define the term ‘quality assurance’. 2 marks

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- b. Explain how quality assurance may assist Robinson Construction to increase its market share and competitiveness within the construction industry. 3 marks

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- c. Describe how developing the work-related skills of employees may assist Peter with managing quality processes.

2 marks

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**Question 4** (8 marks)

Agribusiness<sup>1</sup> strategist, Dr David McKinna, believes farmers will be paid more for their produce in 2015, as export markets compete with local retailers for Australian grown food. The competition is expected to be driven, in part, by the three new free trade agreements signed with Korea, Japan and China, whose rapidly growing middle-class consumers are clamouring<sup>2</sup> for 'clean, green' farm produce from Australia ...

Australian agriculture is dominated by exports ...

[Dr McKinna said] 'I think the [Australian] dollar will get below US80 cents some time in 2015 and that will start to open export markets even further.'

Source: Babs McHugh, 'Farming optimism for 2015: trade agreements, low Australian dollar bring expectations of premium prices', ABC Rural online, 1 January 2015

<sup>1</sup>**agribusiness** – another term for agricultural production

<sup>2</sup>**clamouring** – very eager

Minister for Trade and Investment Andrew Robb is encouraging businesses to explore potential export opportunities with Japan, as the Free Trade Agreement with Australia's second-largest trading partner commences today.

... Mr Robb said the Japan-Australia Economic Partnership Agreement (JAEPA) provides improved access to Japan's growing markets, with more than 97 per cent of Australia's exports receiving preferential or duty free access when fully implemented.

'JAEPA is the most liberalising trade agreement Japan has ever signed, giving Australian exporters a significant advantage over their competitors. Its commencement also comes at a time when a softer Australian dollar is working to the benefit of our exporters,' Mr Robb said.

'There's growing demand across Asia for Australia's clean green produce; the opportunities are there for the taking, and if seized upon, will help create jobs, build our economy and lead to greater prosperity for everyone,' he said ...

Along with export opportunities, Mr Robb said JAEPA presents benefits for consumers, with cheaper import prices on a range of goods, including cars, white goods and electronics.

'We've already begun to see the benefits to Australian consumers of cheaper Japanese cars, with three manufacturers reducing the cost of "family" sized cars by up to \$2600, with savings of up to \$7600 for higher-end models,' Mr Robb said.

Source: Andrew Robb (Minister for Trade and Investment), 'Japan FTA creates a world of opportunity', media release, Department of Foreign Affairs and Trade website, 15 January 2015



**Question 5** (9 marks)

Mel Lee was the store manager of Federation Homewares, which specialises in Australian-made home furnishings. Over the past 10 years, the business has found it difficult to compete with cheaper imports. In 2013, when the business was going to close, Mel decided to purchase it. She changed the marketing of the business to focus on the fact that the products were Australian-made, using Australian natural resources. Mel also launched an online division that targeted the Asian market.

- a.** Describe enterprising behaviour. 2 marks

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- b.** Explain how Mel has demonstrated enterprising behaviour. 3 marks

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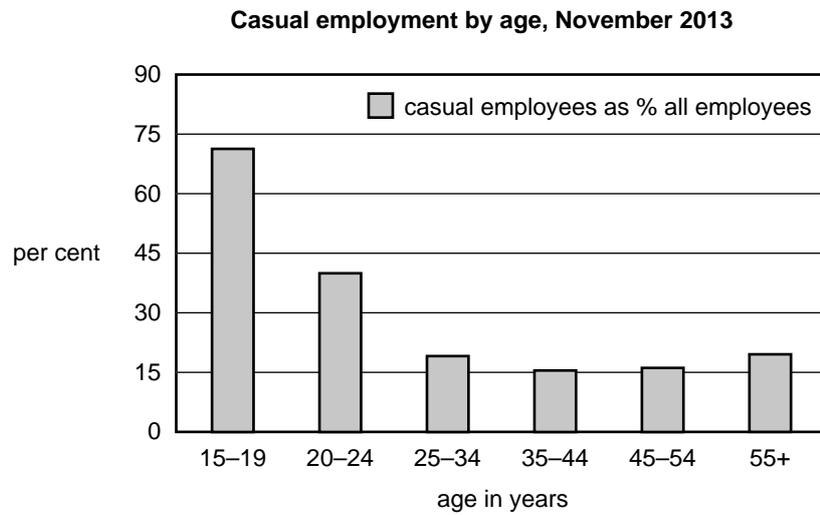




**Question 7** (18 marks)

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Source: Anna Patty, 'Working from home model not embraced', *The Age*, 3 January 2015



Source: Australian Bureau of Statistics, *Australian labour market statistics*,  
cat. no. 6105.0, Canberra, July 2014

- a. Describe the pattern of casual employment in the above graph. 3 marks

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