

# **Business Management**

## **Written examination – November**

### **Introduction**

The examination criteria and description were published in the *VCE Business Management Assessment Handbook 2005*.

The structure and format of the examination for Business Management in 2005 has been changed from 2004. The examination will no longer be organised into sections and all questions are compulsory. The mark allocation for the examination has been changed to sixty marks. The examination paper will be in the form of a question and answer book. The number of lines provided after each question, together with the number of marks allocated, will indicate the appropriate length of response.

The following sample examination provides an indication of the type of questions and the length of responses teachers and students can expect on the Business Management Examination in November 2005.



**Victorian Certificate of Education  
2005**

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

**STUDENT NUMBER**

Letter

Figures									
Words									

**BUSINESS MANAGEMENT**

**Written examination**

**Day Date 2005**

**Reading time: \*.\*.\* to \*.\*.\* (15 minutes)**

**Writing time: \*.\*.\* to \*.\*.\* (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>
4	4	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 12 pages.
- A script book is available from the supervisor if required.

**Instructions**

- Write your **student number** in the space provided above on this page and on the front cover of any script book used.
- All written responses must be in English.

**At the end of the examination**

- If a script book is used, place it inside the cover of this question and answer book.

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

**Question 1**

Brown & Brown Auto Parts Ltd has increased its production significantly over the last two years and as a result has recruited additional staff to keep up with demand. The production manager has noticed that the candidates she chooses as successful applicants for positions either do not meet her expectations when on the job, or leave after a short period of employment.

- a. Define 'performance appraisal'.

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1 mark

- b. Explain how a 'job analysis' could help Brown & Brown in their process of recruitment.

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3 marks

- c. Discuss the reason for preparing a 'job description'.

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2 marks



**Question 2**

Management of Mainline Health Services is concerned about the increased staff turnover in the last 2–3 years. During exit interviews 18% of primary reasons for resignations fitted into the categories of ‘felt unappreciated’, ‘not listened to’ and ‘separated from management’.

- a. Define ‘staff turnover’.

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1 mark

- b. Identify and explain the management style that might currently be used at Mainline Health Services. Justify your choice of management style.

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3 marks



- d. i.** Select and describe two key performance indicators that could be used to evaluate each of the strategies you selected in part **c.**

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- ii.** How would you evaluate the success of these strategies you have selected?

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2 + 2 = 4 marks

Total 14 marks





**Question 4**

‘Westpac has topped a list of Australian companies with the greatest social awareness. The Corporate Responsibility Index published today . . . places Australia’s fourth biggest bank ahead of other companies . . .’

*The Age*, 28 August 2004

- a. Define the following terms.
- i. social responsibility
  - ii. ethical behaviour

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2 marks

- b. Choose and explain a strategy a company could use to get to the top of the Corporate Responsibility Index.

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3 marks





