

# 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.

- a. Outline **one** difference between the owner and the manager as stakeholders of this business. 2 marks

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- b. Describe **one** strategy that could be implemented to improve waste minimisation at this business. 3 marks

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**Question 3** (11 marks)

a. Define the term 'online services'.

2 marks

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b. Outline **one** way in which artificial intelligence has been used in a contemporary business that you have studied this year.

3 marks

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## 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
<p>This group of employees:</p> <ul style="list-style-type: none"><li>• have very low staff turnover</li><li>• show enthusiastic participation in performance management strategies such as self-evaluation and staff observation</li><li>• are in strong agreement with the objectives of the business, including a willingness to work hard to meet shareholder expectations</li></ul> <p>The Human Resource Manager estimates that approximately 25% of employees fit into this group.</p>	<p>This group of employees:</p> <ul style="list-style-type: none"><li>• have low staff morale</li><li>• show unwillingness to participate in mediation during a dispute</li><li>• do not participate in regular on-the-job training activities relating to occupational health and safety issues in the workplace</li><li>• show high rates of staff absenteeism and a decline in the rate of productivity growth</li></ul> <p>The Human Resource Manager estimates that approximately 40% of employees fit into this group.</p>

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.

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