

**Victorian Certificate of Education  
2014**

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

STUDENT NUMBER         Letter

**VCE VET BUSINESS**  
**Written examination**

**Thursday 13 November 2014**

**Reading time: 9.00 am to 9.15 am (15 minutes)**

**Writing time: 9.15 am to 10.45 am (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	17	17	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 white out liquid/tape.

**Materials supplied**

- Question and answer book of 16 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.

**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 functions can assist when proofreading a document?

- A. tables
- B. styles
- C. text boxes
- D. spelling and grammar

**Question 2**

Monitoring your own progress in the workplace involves

- A. formal study and coaching.
- B. self-assessment and reflection.
- C. career planning and discussion.
- D. performance appraisals and feedback.

**Question 3**

Which type of software package is most appropriate for creating charts and graphs?

- A. database
- B. spreadsheet
- C. presentation
- D. word processing

**Question 4**

A company has paper-based legal documents dating back to 2010.

To create space in the work area, the administrative officer should recommend

- A. changing the filing classification.
- B. purchasing another filing cabinet.
- C. throwing the documents out as the files have been closed.
- D. archiving the documents according to organisational requirements.

**Question 5**

When dealing with a customer in a face-to-face situation, the appropriate body language to use could include

- A. handshake, smiling, eye contact.
- B. bowing, laughing, nodding of head.
- C. active listening, crossed arms, eye contact.
- D. leaning forward, hands in pockets, good posture.

**Question 6**

This advertisement appeared on the window of a gym, to attract new clients.



Which type of promotion is this advertisement an example of?

- A. a sample
- B. a discount
- C. a special offer
- D. a value-added extra

**Question 7**

The best way for an employee to record their professional development is to

- A. keep a journal.
- B. tell their colleagues.
- C. advise their supervisor.
- D. update their social media page.

**Question 8**

A receptionist is sending a group email to customers.

To maintain customer privacy, the receptionist should enter these email addresses

- A. in cc.
- B. in bcc.
- C. in a new email.
- D. as new contacts.

**Question 9**

Locating electronic files and data is difficult in the workplace. The administrative assistant knows that the system can be improved by creating directories.

How should the administrative assistant proceed?

- A. Create the directories.
- B. Put in a request to the Human Resource (HR) department.
- C. Ask the manager to raise it for discussion at the next team meeting.
- D. Draft an email advising colleagues that the system will be changed.

**Question 10**

Writing, listening and speaking are best described as examples of

- A. analytical skills.
- B. management skills.
- C. interpersonal skills.
- D. communication skills.

**Question 11**

The *Occupational Health and Safety Act 2004* is

- A. legislation.
- B. a guideline.
- C. company policy.
- D. a quality-assurance manual.

**Question 12**

What does KPI stand for?

- A. key priority idea
- B. key performance index
- C. key performance indicator
- D. known professional interest

**Question 13**

The subject line of a business letter identifies

- A. any enclosures.
- B. the topic of the letter.
- C. the writer of the letter.
- D. the details of the recipient.

**Question 14**

Which one of the following is a correct filing procedure?

- A. The names of customers are filed as written.
- B. Last names with prefixes are filed as two units.
- C. Hyphenated last names are considered as two units.
- D. Business names consisting of two last names are filed in alphabetical order.

**Question 15**

The needs and priorities of a customer are best met by

- A. accurately identifying and clarifying their requirements.
- B. selling them the latest product or service because that is what everyone wants.
- C. making the transaction as quick as possible because no-one likes to waste time.
- D. selling them a product or service that is discounted because it saves them money.

**Question 16**

In which one of the following business documents would alternating headers and footers be created?

- A. minutes
- B. an invoice
- C. an annual report
- D. a business letter

**Question 17**

What is a customer service charter?

- A. a list of administrative duties
- B. procedures for filing customers' documentation
- C. company guidelines for meeting customer requirements
- D. a manual for setting out customer service documents

**Question 18**

An administrative assistant is editing an existing file.

To avoid loss of data, the administrative assistant should

- A. save the file.
- B. change the filename.
- C. update the file directory.
- D. close the file to save the changes automatically.

**Question 19**

Consistency of document design and layout is ensured through the use of which functions?

- A. cut, copy, paste
- B. spell check, thesaurus, dictionary
- C. merge, save as, print preview
- D. vertical alignment, margins, page orientation

**Question 20**

Information from two software applications has been copied to produce a report.

This is known as

- A. mail merge.
- B. formatting.
- C. proofreading.
- D. merging documents.

**SECTION B – Short-answer questions****Instructions for Section B**

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

**Question 1** (3 marks)

Define the following terms.

Term	Definition
goal	
objective	
legislation	

**Question 2** (4 marks)

An administrative assistant has to complete a self-review of their performance and professional development undertaken over the past 12 months.

- a. How can the self-review assist the administrative assistant?

2 marks

---



---

- b. Give **two** examples of professional development that the administrative assistant could undertake.

2 marks

---



---

**Question 3** (3 marks)

Explain how each of the following functions assists with the production of a document.

- Section break \_\_\_\_\_
- Paste \_\_\_\_\_
- Bullets and numbering \_\_\_\_\_

**Question 4** (2 marks)

To attract more customers, the manager has asked the administrative assistant to create a social media page advertising the company.

Give **two** examples of what could be included on the page.

---

---

**Question 5** (4 marks)

- a. What is a style guide? Give **two** benefits of using a style guide. 3 marks

---

---

---

- b. How can a thesaurus assist when composing a business document? 1 mark

---

**Question 6** (2 marks)

Other than an incorrect email address, give **two** reasons why an email might not be delivered to the intended recipient.

---

---

**Question 7** (8 marks)

The manager asks the administrative assistant to create a template for a letter that will be sent to customers who have overdue accounts. The administrative assistant is unsure of how to complete this task.

- a. Other than the internet, name **two** resources the administrative assistant could refer to for help when using templates. 2 marks

---

---

- b. Templates help to ensure consistency in documents.  
Provide **two** other benefits of using templates. 2 marks

---

---

- c. Suggest a naming convention that the administrative assistant should consider when saving the letter template. In your answer, provide an example of a filename for the letter template. 2 marks

---

---

- d. What type of directory could be used to store the letter template? Give a reason for your answer. 2 marks

---

---

**Question 8** (2 marks)

The manager asks the administrative assistant to prepare a formal letter to notify all of the company's suppliers of its relocation. The letter is to be saved as a .pdf file.

Suggest **two** advantages of using .pdf for this purpose.

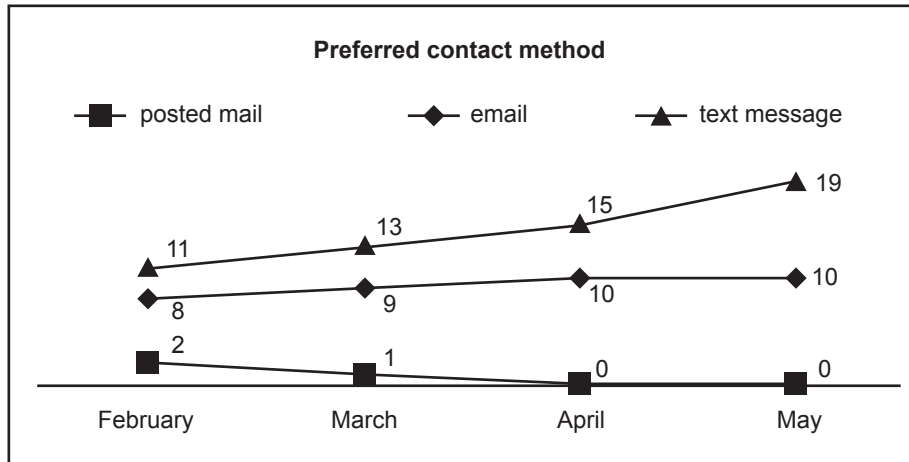
---

---



**Question 9** (4 marks)

A company has conducted a survey of its customers' preferred contact method. The results are shown in the following line chart.



- a. i. Why would a line chart be used to present the data shown above? 1 mark

---

- ii. Suggest **one** other way of presenting this data. 1 mark

---

- b. State **two** conclusions that can be drawn from the data shown above. 2 marks

---



---

**Question 10** (6 marks)

The administrative assistant has to complete the following tasks:

1. Copy the minutes of a meeting and distribute them to all staff.
2. Produce a hard copy of a proposal for senior management.
3. Scan photographs of clients' workplaces to be placed on the company's website.

The number assigned to each task is provided in the first column in the table below. Complete the table by

- a. identifying the equipment required to finish each task 3 marks  
 b. indicating whether the equipment is an input or output device. 3 marks

Task	Equipment	Input or output device?
1.		
2.		
3.		

**Question 11** (4 marks)

To save space in a small office, the manager has asked for an electronic filing system to be designed.

- a. What are **two** issues to consider when designing an electronic filing system? 2 marks

---

---

- b. The design includes a plan to regularly update and store information.

Why is it important to back up and archive electronic files? 2 marks

Back up \_\_\_\_\_

Archive \_\_\_\_\_

**Question 12** (2 marks)

How can a social media network be used as an effective contact point between an organisation and its customers?

---

---

**Question 13** (2 marks)

Verifiable evidence about customer satisfaction can be obtained from various sources.

Give **two** examples of verifiable evidence.

---

---

**Question 14** (2 marks)

Customers are defined as being either internal or external to a company.

Give one example of each type of customer.

Internal customer \_\_\_\_\_

External customer \_\_\_\_\_

**Question 15** (7 marks)

Four friends have established a company called PPF Web Design.

An administrative assistant has been employed to assist with:

- developing the company's documentation
- increasing the company's market share
- improving customer service and satisfaction.

- a. The administrative assistant has undertaken the company's induction program. The administrative assistant has also read the kit provided to customers on the new range of software products available to create web pages.

Why is it important to develop and maintain knowledge about PPF Web Design's products and services?

2 marks

---



---

- b. PPF Web Design has compared its services with two of its competitors. The results are shown below.

PPF Web Design	Competitor 1	Competitor 2
web design and development	web design and development	web design and development
blog	video	blog
newsfeed	online forms	newsfeed
video	newsfeed	video
forms	forum	order forms
event calendar		

- i. Based on the information above, provide a recommendation for attracting more customers to PPF Web Design.

2 marks

---



---

- ii. Suggest **two** ways in which customer complaints can have a positive effect on developing PPF Web Design's future business.

2 marks

---



---

- c. PPF Web Design’s policy states that receipts should be sent electronically as this is a quick and easy way for customers to receive evidence of their purchase.

Suggest another advantage of sending electronic receipts.

1 mark

**Question 16** (11 marks)

The company, Branding Specialists, is expanding its range of products to include jewellery.

- a. Select three activities from the list below that could promote the company’s products. Describe the purpose of each activity.

3 marks

- media announcements
- advertisements
- client functions
- product and service launch
- website promotions

Promotional activity	Purpose

- b. The marketing assistant has been asked to send information to customers to introduce the new jewellery range. The information includes a discount voucher.

This is an example of product promotion.

- i. Product promotion is used to increase sales and customer numbers.

Outline **one** other result that can be achieved using this method.

1 mark

- ii. List **two** types of promotional material, other than a discount voucher, that could be included in the information sent to customers.

2 marks

- c. Give **two** examples of how customer feedback can help Branding Specialists promote its new jewellery range. 2 marks

---

---

- d. How can sales figures and market-share statistics help when promoting products and services? Give **three** examples in your answer. 3 marks

---

---

---

**Question 17** (14 marks)

ZV Driving School currently specialises in driver education for teenagers. Results of the school's online surveys show there is a market for additional services, such as teaching defensive driving skills to all age groups. The school has advertised for another administrator to assist with the development and marketing of its new services. The advertisement is shown below.

**ZV DRIVING SCHOOL****ADMINISTRATOR**

FULL-TIME POSITION

EXCITING NEW ROLE

GREAT TEAM CULTURE

We are community leaders in driver education for teenagers. Our commitment is to helping people improve their driving skills. We are expanding our business to include lessons in defensive driving and other related services for all age groups.

To help us, we are now looking for a highly focused, hardworking individual to join our team and help build the driver education arm of our business, as well as assist with the marketing of our new services. The successful applicant will have a Certificate III in Business qualification.

The responsibilities of the administrator will include the following:

1. Collect and organise information
2. Prepare marketing information and materials to promote the new services online, within organisational requirements
3. Modify all existing company information to include the new services
4. Use appropriate technologies and software to produce business documents
5. Attend to customer responses and regularly seek feedback for the purpose of improvement
6. Design and produce business reports on the outcomes of the marketing campaign, within designated timelines

To be considered for this exciting position, email a covering letter and résumé to the Manager at [zv@123.com](mailto:zv@123.com).

- a. Select two main responsibilities of the administrator (1.–6.) in the advertisement on page 14. Explain how each responsibility will benefit ZV Driving School. 4 marks

Responsibility no.

Explanation \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Responsibility no.

Explanation \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

- b. Thea applied for the position and was called for an interview. At the interview, she was asked how she would promote the new defensive driving program if she were the successful applicant. Thea said she would use market comparisons to assist in the promotion of the new program.

Give **two** reasons why market comparisons are important when recommending the new defensive driving program. 2 marks

\_\_\_\_\_  
 \_\_\_\_\_

- c.** Thea has obtained the position of administrator. One of her first tasks is to update the company’s training manual for new staff, which must include:
- instructions on using the office equipment
  - information on how to answer customers’ frequently asked questions
  - examples of company documents
  - a detailed employee list, including contact numbers
  - an organisational chart, showing the new arm of the business.
- i.** Describe **two** benefits of the training manual. 2 marks

---



---

- ii.** Why should Thea save the training manual as a read-only file? 1 mark

---

- d.** While updating the company’s training manual, Thea is asked to ensure that the new company logo appears on all company stationery. Thea is also required to assist the sales manager with preparing the monthly sales report.
- What strategies could Thea use to ensure that all of these tasks are completed accurately and on time? Give **two** examples. 2 marks

---



---

- e.** ZV Driving School is now receiving a large number of daily enquiries through personal visits to the office, telephone calls and emails.
- i.** In what document could Thea locate information about the company’s approach to handling customer complaints? 1 mark

---

- ii.** Provide **two** other pieces of information that Thea could find in this document. 2 marks

---



---



---