

**Victorian Certificate of Education
2015**

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

STUDENT NUMBER Letter

VCE VET BUSINESS
Written examination

Monday 9 November 2015

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	20	20	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 correction fluid/tape.

Materials supplied

- Question and answer book of 13 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

The best way to respond to customers' needs is to

- A. open a retail business.
- B. expose the customers to advertising.
- C. send the company's catalogue in the mail.
- D. provide accurate information on the company's products and services.

Question 2

Which one of the following requires a business to keep client data confidential?

- A. privacy legislation
- B. workplace safety legislation
- C. equal opportunity legislation
- D. anti-discrimination legislation

Question 3

In a large business, internal customers are

- A. face-to-face customers.
- B. customers who purchase online.
- C. employees from competing businesses.
- D. colleagues, managers and supervisors from different departments.

Question 4

Which one of the following assists with daily time management and prioritising work tasks?

- A. sales targets
- B. personal schedules
- C. team-building activities
- D. key performance indicators (KPIs)

Question 5

Equal opportunity and anti-discrimination legislation is enforced to ensure

- A. employees are treated fairly.
- B. customers are served in a timely fashion.
- C. a workplace meets its goals and objectives.
- D. employees can apply for internal roles regardless of their skills and qualifications.

Question 6

An employee could receive feedback on their work performance from

- A. a customer service charter.
- B. a performance appraisal.
- C. a procedures manual.
- D. codes of practice.

Question 7

When preparing the end-of-month sales figures and data in a style that is easy to interpret, it is best to use

- A. pictures.
- B. numbered lists.
- C. tables and charts.
- D. detailed descriptions.

Question 8

A business requires that all company documents are formatted using Times New Roman at font size 12.

This is an example of

- A. an operational function.
- B. style guide requirements.
- C. a document storage need.
- D. proofreading requirements.

Question 9

What is the most efficient way for an online business to promote its products?

- A. produce more catalogues
- B. advertise on its website
- C. advertise in printed local newspapers
- D. send direct mail to customers' homes

Question 10

The purpose of a self-assessment is to

- A. allow the manager to make decisions about one's promotion.
- B. review how well the business is meeting its objectives.
- C. reflect on one's own performance and development.
- D. assess budgetary constraints.

Question 11

An administrative assistant is able to process an order after watching a colleague complete the task.

This is an example of

- A. career planning.
- B. formal learning.
- C. informal learning.
- D. performance appraisal.

Question 12

When responding to customers' needs, an employee should use

- A. financial skills.
- B. interpersonal skills.
- C. administrative skills.
- D. self-management skills.

Question 13

Verifiable evidence to monitor customer satisfaction would include the

- A. number of supervisors.
- B. number of staff absences.
- C. level of employee productivity.
- D. number of customer complaints.

Question 14

When providing advice on products and services to customers, employees should

- A. always attempt to make a sale.
- B. recommend the most expensive.
- C. suggest the products that produce the most profit.
- D. take into consideration customers' needs and wants.

Question 15

Which one of the following is the best indicator of an employee's knowledge of products and services?

- A. knowledge of the employer's and competitors' products and services
- B. knowledge of a range of discontinued products and services
- C. knowledge of competitors' products and services
- D. knowledge of faults on returned products

Question 16

A daily to-do list can best assist with

- A. finding other tasks to be completed.
- B. obtaining feedback on performance.
- C. identifying areas for self-improvement.
- D. scheduling work so that tasks are completed on time.

Question 17

When creating a budget with formulas, the best software to use is

- A. database software.
- B. spreadsheet software.
- C. word processing software.
- D. desktop publishing software.

Question 18

Reporting deadlines and production targets are examples of

- A. legislative requirements.
- B. work goals and objectives.
- C. authoritative sources of information.
- D. sources of verifiable customer feedback.

Question 19

What are the most appropriate software functions an employee can use to assist with accuracy of language when producing an agenda?

- A. spell check, grammar check
- B. insert, select, delete
- C. columns, rows, auto format
- D. headers, footers, page numbers

Question 20

How should documents be stored in the workplace so that employees can easily access them?

- A. Store them in a shared drive.
- B. Store them on a USB or CD.
- C. Store them on a personal drive.
- D. Archive them as soon as they are produced or received.

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

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

Question 1 (2 marks)

Describe what is meant by a ‘complimentary product or service’ and provide an example.

Question 2 (4 marks)

What is the difference between an input device and an output device? Give **one** example of each device.

Question 3 (4 marks)

In the table below, identify two specific needs of customers and explain how an employee may assist the customer with each specific need.

Specific need of customer	How employee may assist
1.	
2.	

Question 4 (8 marks)

- a. Businesses collect verifiable customer feedback.

Identify **four** ways businesses can collect this feedback.

4 marks

- b. Provide **two** ways customer feedback can assist with promotional activities.

4 marks

Question 5 (2 marks)

A business actively promotes that it will beat a competitor's price for the same product by 10 per cent.

Identify **two** ways an employee could ensure they are comparing two products that are the same.

Question 6 (2 marks)

Give **two** advantages of proofreading a business document.

Question 7 (3 marks)

Identify **three** factors that can limit the achievement of work objectives.

Question 8 (3 marks)

What are **three** professional development activities that may improve product knowledge?

Question 9 (6 marks)

Below is a self-assessment task completed by a trainee receptionist.

		Never	Sometimes	Always
1.	I listen to the directions and tasks given to me by my supervisor and carry out tasks accurately.			✓
2.	I answer telephone enquiries politely and have the knowledge required to answer questions correctly.		✓	
3.	I seek assistance when needed.		✓	
4.	I complete tasks on time.	✓		
5.	I manage my time effectively.		✓	

a. Give **two** reasons why self-assessment is important for a trainee receptionist.

2 marks

b. Identify two workplace skills that the trainee receptionist needs to develop. Suggest a strategy to develop each of these skills.

4 marks

Skill	Strategy
1.	
2.	

Question 10 (18 marks)

ZZV Pty Ltd specialises in offering information and communications technologies to all types of businesses across Australia. ZZV Pty Ltd offers practical on-site and off-site training in software and hardware solutions for businesses.

- a. To work effectively in a business, employees need to be able to use business technologies.

In the table below, provide one use, in a business setting, of each technology listed. Select a different use for each technology.

4 marks

Business technology	Use in a business setting
tablet	
mobile phone	
scanner	
desktop computer	

- b. Identify **two** business documents that ZZV Pty Ltd could produce to communicate with clients in its training program.

2 marks

- c. List **three** file storage methods that ZZV Pty Ltd may use to store correspondence from its customers.

3 marks

- d. Identify **two** interpersonal skills that an employee of ZZV Pty Ltd will need when handling customer complaints.

2 marks

- e. i. Recommend **two** ways ZZV Pty Ltd can distinguish itself from its competitors. 2 marks

- ii. Explain **one** advantage for each recommendation given in **part e.i.** 2 marks

- f. ZZV Pty Ltd conducts on-site software training.

List **three** occupational health and safety (OH&S) issues that must be considered when conducting on-site training.

3 marks

Question 11 (2 marks)

What is the difference between the internet and an intranet?

Question 12 (2 marks)

Explain why it is important for an organisation to follow a style guide when creating business documents.

Question 13 (4 marks)

Tract Cosmetics makes skincare products. It sells these products only online. The business offers guaranteed Australia-wide delivery within five business days.

- a. Suggest **two** methods that Tract Cosmetics could use to ensure delivery of its skincare products within five business days. 2 marks

- b. List **two** ways Tract Cosmetics could increase sales. 2 marks

Question 14 (2 marks)

Describe **two** advantages of following organisational procedures when naming files.

Question 15 (3 marks)

List three ways an employee can make their telephone communication with customers more effective.

1. _____
2. _____
3. _____

Question 16 (2 marks)

Describe **two** ways an administrative assistant could overcome a difficulty with document design.

Question 17 (3 marks)

A workplace supervisor has asked an employee to improve the design of a business letter that has one paragraph on a second page.

Which **three** functions could be used to keep the text on one page?

Question 18 (4 marks)

Product and service documentation can include consumer reports and industry reports.

- a. Explain why these reports are used by businesses. 2 marks

- b. Identify information that may be included in an industry report. 2 marks

Question 19 (3 marks)

Explain **three** ways an organisation can ensure the information it collects is reliable.

Question 20 (3 marks)

Provide **three** reasons why a customer may make a complaint to a business.
