

STUDENT NUMBER Letter

VCE VET BUSINESS

Written examination

Thursday 16 November 2017

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, rulers and one scientific calculator.
- 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 17 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.

At the end of the examination

- Place the answer sheet for multiple-choice questions inside the front cover of this book.

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

Desktop publishing software is used to create and design

- A. databases.
- B. brochures.
- C. transitions.
- D. spreadsheets.

Question 2

In which location is product and service documentation best maintained?

- A. in a hard copy manual shared among employees
- B. on an employee's personal drive
- C. on each employee's desktop
- D. in a centralised database

Question 3

The following pay schedule shows the hours worked, hourly rate and gross pay of five casual employees hired for a promotional activity.

Employee name	Hours worked	Hourly rate	Gross pay
B Smith	15	\$20	\$300
R Gupta	8	\$20	\$160
A Jafar	5	\$25	\$125
S Rossi	15	\$15	\$225
R Papadakis	10	\$25	\$250

The total gross pay is

- A. \$850
- B. \$1060
- C. \$1150
- D. \$1600

Question 4

Organisational requirements for product or service advice or recommendations should focus on

- A. always offering the cheapest option.
- B. providing only what the customer requests.
- C. ethical standards that seek to best serve the customer's needs.
- D. recommending the products or services that are most profitable.

Question 5

A customer asks a question about a service but the receptionist does not know the answer.

The first step the receptionist should take is to

- A. seek assistance from a co-worker.
- B. search for the information on the internet.
- C. take their time and search in-house documentation.
- D. tell the customer they do not know anything about the service.

Question 6

A customer has asked to purchase a specific laptop computer.

The customer service officer should

- A. ask them if they are also interested in looking at similar products.
- B. serve them promptly and sell them the product without discussion.
- C. sell them the product for which they are paid the highest commission.
- D. talk them out of purchasing this product because it is the cheapest on the market.

Question 7

Which one of the following factors that have an impact on work performance can be improved with professional development?

- A. lack of skills
- B. internet downtime
- C. budget constraints
- D. unforeseen incidents

Question 8

Which one of the following is an interpersonal skill that an administrative officer should use when actively seeking feedback on the clarity, accuracy and reliability of information that the supervisor has asked them to prepare?

- A. observing
- B. knowledge of systems
- C. checking research materials
- D. questioning and paraphrasing

Question 9

Many organisations take steps to ensure that their corporate image is presented consistently across all documents.

In which publication will an employee find information on how the organisation requires documents to be set out?

- A. style guide
- B. training manual
- C. quality-assurance manual
- D. policies and procedures manual

Question 10

Personnel records of staff who resigned from an organisation four years ago should be

- A. archived.
- B. organised.
- C. disposed of.
- D. filed under 'Personnel'.

Question 11

A suspension file

- A. lists indexing rules.
- B. allows electronic files to be updated.
- C. holds manila folders in a filing cabinet.
- D. reminds the user of matters to be dealt with.

Question 12

Vertical alignment determines the position of information on a page relative to

- A. style.
- B. spacing.
- C. left and right margins.
- D. top and bottom margins.

Question 13

Which one of the following should a keyboard operator use to automatically prevent a group of words, such as 'Mr Harper Smith', from being broken at the end of a line?

- A. a hard space
- B. the 'Enter' key
- C. text wrapping
- D. a section break

Question 14

A business document typically used for internal communication within an organisation is

- A. a letter.
- B. a report.
- C. an agenda.
- D. a memorandum.

Question 15

On a business letter with open punctuation, which date format is correct?

- A. 3/11/17
- B. 3 November 2017
- C. 3 November, 2017
- D. November 3rd 2017

Question 16

Product and service documentation includes

- A. sales trends, marketing data and quality-assurance systems.
- B. sales figures, brochures/flyers and market distribution processes.
- C. data storage systems, company guidelines and training manuals.
- D. cost and production data, face-to-face communication and consumer reports.

Question 17

Print preview is a software function that allows the user to

- A. read the document to find errors.
- B. name the document without data loss.
- C. check that the document layout is correct.
- D. store the document to meet organisational requirements.

Question 18

Which business document should an employee refer to in a situation where the outcome of a work project cannot be achieved?

- A. skills audit
- B. job analysis
- C. self-assessment
- D. contingency plan

Question 19

A returns policy enables an organisation to

- A. print official receipts.
- B. evaluate customer data.
- C. enhance service quality.
- D. communicate with lapsed customers.

Question 20

'Monitoring the time taken to answer calls' is an example of an employee's

- A. plan.
- B. goal.
- C. objective.
- D. key performance indicator (KPI).

SECTION B**Instructions for Section B**

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

Question 1 (2 marks)

Identify two authoritative sources of information about trends in the marketplace.

1. _____

2. _____

Question 2 (2 marks)

Other than meetings, identify two business activities that are recorded in a diary.

1. _____

2. _____

Question 3 (4 marks)

- a. Provide two examples of how increasing product and service knowledge will improve an employee's work performance. 2 marks

1. _____

2. _____

A business's policy is to match competitors' prices for identical products.

- b. List **one** way an employee can ensure products are identical. 1 mark

- c. List **one** way an employee can verify the competitor's price. 1 mark

Question 4 (3 marks)

Organisations are restricted from freely distributing information.

Identify three constraints that restrict organisations from organising, accessing and sharing information.

1. _____
2. _____
3. _____

Question 5 (4 marks)

The following client names are **not** presented in alphabetical order.

Alan's TV Repair Allan's Water Cooler Supplies T Alan Robert P Allan

In the numbered spaces provided below, write the names in the correct order for filing hard copies of the clients' documents.

1. _____
2. _____
3. _____
4. _____

Question 6 (3 marks)

Outline three advantages of using a survey to collect data.

1. _____
2. _____
3. _____

Question 7 (2 marks)

Identify two appropriate greetings for a business letter that will be sent to an unknown recipient.

1. _____
2. _____

Question 8 (6 marks)

An evaluation of a recent sales promotion showed that although the activity had reached a high percentage of potential customers, it was over budget. The promotion targeted people between the ages of 20 and 30 years, and used TV advertising heavily.

- a. Suggest two other promotional activities that are not as costly as TV advertising but are equally effective. Explain why each promotional activity would be a good alternative for targeting this demographic.

4 marks

Promotional activity	Explanation
1.	
2.	

- b. Outline two reasons why a business should have a budget for promotional activities.

2 marks

1. _____

2. _____

Question 9 (5 marks)

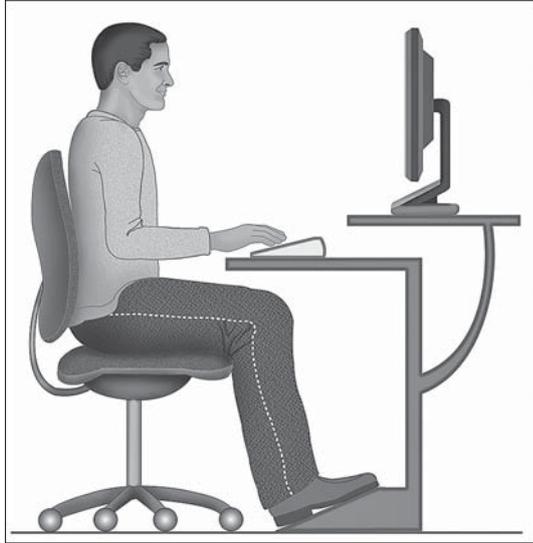
- a. A client has an appointment at 10 am with Ms Wickkens, the manager of Wickkens Accounting Practice, in Meeting Room A.

List two ways Max, the receptionist, can use effective communication when dealing with the client to let them know Ms Wickkens is running 15 minutes behind schedule.

2 marks

1. _____

2. _____



Source: Alexilusmedical/Shutterstock.com

- b. An image of a worker sitting in the correct position when using a computer is shown above.

Identify two benefits for Max of sitting in this correct position when using a computer.

2 marks

1. _____

2. _____

- c. Other than a training program, identify **one** professional development activity that Max may undertake to further his learning needs.

1 mark

Question 10 (6 marks)

Lin, the Accounts Payable Manager, has made a valuable contribution to a marketing campaign at de Lisle and de Lisle Legal Practice. Ryan has been asked to organise an ‘employee recognition’ morning tea for Lin. He has been given a budget of \$125. Ryan has created the table below to record all requirements and expenditure.

Item	Provider	Price
cake	Gete’s Cakes	\$55
helium balloons	Ranee’s Party Supplies	\$10 + \$12 delivery
gift	JCLS Store	\$200
card	card shop	\$8
sandwiches	Wraps and Sandwiches	\$35
fruit platter	Wraps and Sandwiches	\$20
orange juice	supermarket	\$6.50
tea, coffee, milk, crockery and cutlery	available in the kitchen	
Total		

- a. Calculate how much over budget Ryan is.

1 mark

b. To meet the budget requirements, Ryan has asked his colleagues for assistance:

- Ahmed has offered to collect the balloons.
- Ryan will make the sandwiches.
- Freda will bring the fruit platter.
- Ryan has collected \$60 from Lin's colleagues for the gift.
- Ms de Lisle has offered to contribute \$100 for the gift.
- Ryan has decided not to buy orange juice.

Using this new information, create a table with Ryan's revised expenditure and calculate the final total cost.

5 marks

Item	Provider	Price
Total		

Question 11 (2 marks)



Source: Billion Photos/Shutterstock.com

The image above shows an employee using two monitors simultaneously in the workplace.

Suggest two advantages of using two monitors simultaneously.

1. _____
2. _____

Question 12 (8 marks)

An administrative assistant keys in the following passage, then uses spell check and grammar check to review their work:

‘Minutes are a record of the preceedings of a meeting. Office bearers include the Chairperson, Treasurer and Secretary. An administrative officer may act as Secretary. A important duty is to record the attendance of participants and note any apologies.’

- a. Identify two errors that would be picked up by the spell check. Write the errors and the correct spelling in the table below. 4 marks

Error	Correct spelling
1.	
2.	

- b. Identify two errors that would be picked up by the grammar check. Write the errors and explain why each is wrong in the table below. 4 marks

Error	Explanation
1.	
2.	

Question 13 (4 marks)

- a. Describe the process of mail merge. 3 marks

- b. Other than when sending multiple letters, provide **one** example of when an administrative assistant would use mail merge. 1 mark

Question 14 (5 marks)

- a. Write the path and filename below in the correct sequence. 1 mark

\Minutes05Oct.docx S:\ \Sales_Meetings_2017 \Insurance

- b. Explain why it is important to consider the correct path and filename when saving a document for the first time. 3 marks

- c. Identify **one** benefit to an organisation of using filenames correctly. 1 mark

Question 15 (2 marks)

Source: elenagrevut/Shutterstock.com

A business proudly displays the logo above in the workplace and on all formal business documents.

- a.** Give **one** reason why displaying this logo would attract customers. 1 mark

- b.** Other than attracting customers, identify **one** benefit to the business of using this logo. 1 mark

Question 16 (6 marks)

- a.** List three ways a customer service officer can receive feedback from customers. 3 marks

1. _____

2. _____

3. _____

- b.** Identify three ways an administrative assistant could deal with a difficult customer. 3 marks

1. _____

2. _____

3. _____

Question 17 (16 marks)

Samantha, the administrative officer of SLD & CJ Insurance Company, has sticky notes on her desk as reminders of the tasks to be completed by close of business today.

Photocopy
1000 flyers by
end of today

Order
breakfast for
tomorrow
morning's sales
meeting

File insurance
claims that
have been
finalised

Make changes
to presentation
for tomorrow
morning's sales
meeting for
Manager to
review

Scan brochure
about insurance
conference in
Dubai in
January 2018
and email to
executive
staff

- a. Identify the three tasks that are of the highest priority by writing 1, 2 and 3 in the boxes provided on the sticky notes. (1 = highest priority, 2 = second highest priority, and so on) 3 marks
- b. Provide **one** reason for the sticky note identified as '1' having the highest priority. 1 mark

c. Below is one slide from the presentation for tomorrow morning’s sales meeting.



Stress

Signs of stress

- Absenteeism
- Increased conflict
- Lack of sleep
- Feeling unwell
- Not completing work tasks
- Reduced quality of work
- Poor work performance

Causes of stress

- Difficult colleagues/clients
- Personality conflicts
- No timeline
- New procedures
- New technology
- Equipment failure
- Competing demands/responsibilities
- Increased workload
- Cultural issues/sensitivity
- Inadequate training
- Unrealistic expectations

Sales meeting
22 November 2017
Slide no. 3

Samantha has identified one design issue with the layout and two design issues with the features of this slide. The issues are outlined in the table below.

Suggest one modification for each design issue. Give an explanation for each modification in the space provided.

6 marks

Design issue	Modification	Explanation
too much information on one slide		
slide layout is too plain		
there are three transitions and two sound effects		

- d.** Identify one way in which the slide could be enhanced (do not use your response from **part c.**). Explain how this enhancement would engage the audience. 2 marks

Enhancement	Explanation

Samantha and her manager will be representing SLD & CJ Insurance Company at the insurance conference in Dubai (United Arab Emirates) in January 2018, where participants will come from Dubai and surrounding regions.

- e.** Identify two examples of the cultural information that Samantha will need to research in order to prepare for the conference in Dubai. 2 marks

1. _____

2. _____

- f.** Give two reasons why it is important that Samantha gather information about the cultures of the participants. 2 marks

1. _____

2. _____