

STUDENT NUMBER Letter

VCE VET BUSINESS

Written examination

Wednesday 13 November 2019

Reading time: 2.00 pm to 2.15 pm (15 minutes)

Writing time: 2.15 pm to 3.45 pm (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	15	15	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 15 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

Which one of the following categories of priorities describes a task that must be completed immediately?

- A. important and urgent
- B. important but not urgent
- C. urgent but not important
- D. less important and less urgent

Question 2

When dealing with an overwhelming workload, what should an employee do first?

- A. Take stress leave.
- B. Speak to their supervisor.
- C. Delegate work to a colleague.
- D. Complete as much as they can.

Question 3

AutoRecover

- A. replaces the need to back up files.
- B. eliminates the need to save documents.
- C. protects against the loss of work if a program closes unexpectedly.
- D. links data to programs, eliminating the need to duplicate information.

Question 4

Best practice when proofreading a document includes

- A. checking the document for readability.
- B. having another staff member read the document.
- C. spell-checking and grammar-checking the document.
- D. having the creator of the document read the document.

Question 5

	A	B	C	D	E
1					
2					
3					

Which shortcut key would move the cursor from C3 to B3 in the table above?

- A. Tab
- B. Alt+Tab
- C. Ctrl+Tab
- D. Shift+Tab

Question 6

Three components of a business letter are

- A. greeting, reference and body.
- B. salutation, subject line and date.
- C. date, address and complimentary close.
- D. letterhead, signature line and enclosure.

Question 7

The recommendations in a long report provide the

- A. solutions to a problem.
- B. sources used as a reference.
- C. keywords in alphabetical order.
- D. key terms, along with their definitions.

Question 8

Which of the following are **both** input and output devices?

- A. modem, headset, sound card
- B. network card, audio card, keyboard
- C. electronic whiteboard, monitor, headphones
- D. touch screen, wireless mouse, facsimile machine

Question 9

Which one of the following hazards may be found in a reception area?

- A. a tear in the carpet
- B. an obstruction in a stairwell
- C. overheating in a meeting room
- D. boxes of paper left in the doorway of a storeroom

Question 10

Business guidelines require that templates be used for documents such as letters, emails and memorandums. This is to ensure

- A. reduced errors.
- B. a sustainable practice.
- C. consistency in layout.
- D. promotion of the business's corporate logo.

Question 11

An archive file is one that

- A. is retrieved periodically.
- B. is used regularly in the workplace.
- C. does not take up a lot of space (both electronic and paper-based).
- D. is no longer used, but legally must be kept for a period of time.

Question 12

An administrative assistant is required to create a password. The password must contain at least 10 characters, including:

- one upper-case character
- one lower-case character
- one numeral (0–9)
- one special character.

Which one of the following meets the requirements above?

- A. T1lawyers\$
- B. New2York@
- C. JLS&Offices5
- D. Australia2019

Question 13

Unsolicited feedback from customers can be obtained by

- A. organising focus groups.
- B. listening to their comments.
- C. conducting formal interviews.
- D. reading surveys/questionnaires.

Question 14

Which type of customer visits a business once and pays money in exchange for services?

- A. a loyal customer
- B. an internal customer
- C. a potential customer
- D. an external customer

Question 15

A business plans a demonstration of its products at a trade show to be held from 15–17 January 2020.

One goal of the secretary of the planning committee would be to

- A. manage the timeframe.
- B. set up the display before the show.
- C. organise a roster to ensure the display is staffed.
- D. organise equipment for the show by 8 January 2020.

Question 16

A large international business has set aside a ‘quiet room’ in its new office space.

The ‘quiet room’ is provided for employees with

- A. special needs.
- B. ethical principles.
- C. training requirements.
- D. workplace health and safety concerns.

Question 17

Excellence in customer service delivery refers to

- A. beating the competition’s price.
- B. exceeding customer expectations.
- C. working to set organisational standards.
- D. prompt responses to customer complaints.

Question 18

Which of the following could a business use to promote a new product?

- A. a breakfast meeting, the internet, feedback forms
- B. media advertising, a staff meeting, a focus group
- C. the business’s website, product launches, social media
- D. customer surveys/questionnaires, media releases, a trade show

Question 19

An advertising team has decided to promote a business’s new line of skincare products to customers and special guests by having them come and sample the new products, and be pampered at the same time.

The promotion will be

- A. advertised in the media.
- B. an employee celebration.
- C. offered on the business’s website.
- D. a ‘by invitation only’ evening.

Question 20

Managing an employee’s underperformance in the workplace is the responsibility of both the employer and employee.

Best practice guidelines can be found under which legislation?

- A. *Privacy Act*
- B. *Fair Work Act*
- C. *Occupational Health and Safety Act*
- D. *Equal Opportunity Act*

SECTION B**Instructions for Section B**

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

Question 1 (2 marks)

Noor, the marketing manager for Sandra Loves All Things Sewing, regularly reviews customer satisfaction with their service.

Identify two sources of verifiable evidence that Noor could use to review customer satisfaction.

1. _____

2. _____

Question 2 (2 marks)

Milo enters a travel agency seeking to upgrade his airline ticket. Parker, the receptionist, does his best to help Milo but does not have the authority to alter the ticket. Milo is very frustrated, believing he has wasted his time.

Identify two steps Parker should have taken to minimise Milo's frustration.

1. _____

2. _____

Question 3 (6 marks)

Lucy has started a new small business called LN Photography. She has asked Dylan to create a brochure to promote her business.

- a.** Suggest a suitable application software program that Dylan could use to create the brochure. 1 mark

- b.** Other than headings, suggest three design features that Dylan could use in the brochure. 3 marks

1. _____

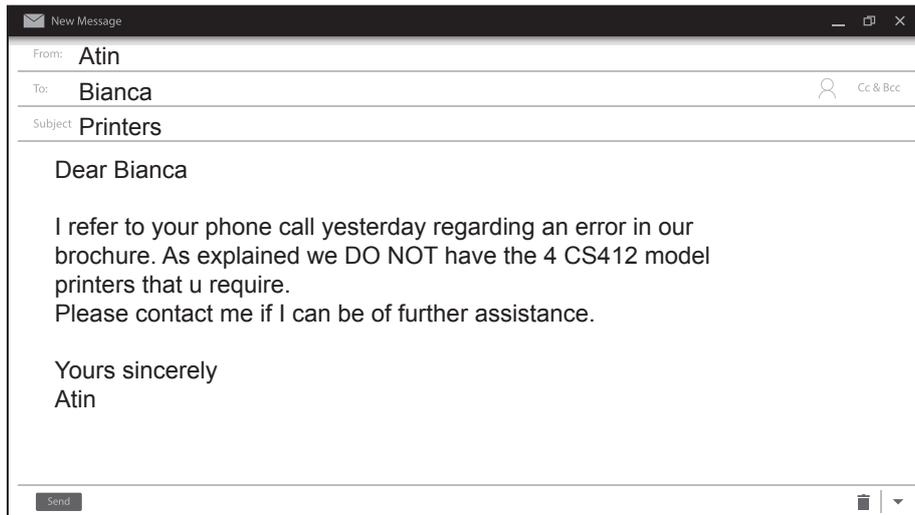
2. _____

3. _____

- c.** Suggest two ways Dylan could incorporate extra space in the brochure. 2 marks

1. _____

2. _____

Question 4 (17 marks)

Source: By Dmod/Shutterstock.com (email template)

- a. In the table below, identify the five errors in the body of the email above, explain why each is an error and correct each error. 15 marks

Error	Explanation	Correction

- b. Explain why a subject line should be included in an email. 1 mark

- c. When would the bcc function be used in an email? 1 mark

Question 5 (2 marks)

Electronic files can be stored in many locations, including shared directories.

- a. What is a 'shared directory'? 1 mark

- b. What is **one** advantage of having a shared directory, other than 'documents are quick and easy to access'? 1 mark

Question 6 (4 marks)

- a. Explain the difference between a merged document and mail merge. 2 marks

- b. Provide an example of a merged document. 1 mark

- c. Provide an example of a mail merge document. 1 mark

Question 7 (3 marks)

Outline three advantages of presenting data as a pie chart.

1. _____
2. _____
3. _____

Question 8 (3 marks)

Explain why a database is the most suitable application for recording the names and addresses of a business's clients or suppliers.

Question 9 (1 mark)

Ronaldo, an administrative assistant, has been asked to scan several pages using the photocopier. He presses the necessary buttons but is unsure what the scan option '2-Sided Head to Head' refers to.

What should Ronaldo do?

Question 10 (10 marks)

Mai is a new employee who has completed an in-house training course on delivering excellent customer service.

Complete the table below by providing two examples of how Mai can make a good impression when delivering each listed feature of excellent customer service.

Feature of excellent customer service	Examples
Acknowledge the customer on arrival.	1. _____ _____ 2. _____ _____
Establish a rapport.	1. _____ _____ 2. _____ _____
Give undivided attention to the customer.	1. _____ _____ 2. _____ _____
Be enthusiastic.	1. _____ _____ 2. _____ _____
Create a lasting impression.	1. _____ _____ 2. _____ _____

Question 11 (6 marks)

Match each of the following terms with the correct meaning in the table below. Write the correct number of each term (1–6) next to its meaning in the table.

Term

- | | |
|--------------------------------|--------------------------------|
| 1. centralised filing system | 2. chronological filing order |
| 3. file register | 4. cross-referencing |
| 5. decentralised filing system | 6. alphanumerical filing order |

Meaning	Number
the files are located throughout the office, generally at individual workstations, and are controlled by the person who creates and/or receives them	
information that could belong in more than one category and is noted in all related categories	
filing may use a combination of personal or business names and numbers or, more commonly, subject names and numbers	
documents are filed according to date received, with the most recent on top all documents are usually in ascending date order	
the written record of the files in the filing cabinet, where the movement of electronic files is recorded	
a system where there is only one filing location and specialised staff may be responsible for the operation of this filing location	

Question 13 (3 marks)

In 2019 a business had sales figures of \$2 million and a promotional activities budget of \$400 000.

- a. What is the ratio of promotional activities budget to sales? 1 mark

- b. What is the promotional activities budget as a percentage of sales in 2019? 1 mark

- c. The marketing manager predicts an increase in sales of 15% in 2020.
The promotional activities budget as a percentage of sales will be the same as in 2019.
Calculate the promotional activities budget for 2020. 1 mark

Question 14 (5 marks)

A customer returns a recently purchased item to a store.

- a. Other than the item being damaged or faulty, suggest **one** reason why the customer would return the item. 1 mark

- b. List two details that would be on a receipt. 2 marks

1. _____

2. _____

- c. An employee should check the item before agreeing to a refund.
What are two checks the employee should perform? 2 marks

1. _____

2. _____

Question 15 (10 marks)

Aria is an administrative assistant at a business that sells computer hardware. Aria monitors and adjusts her personal work performance through self-assessment to ensure achievement of tasks and compliance with the business’s customer service charter. The charter includes the following:

- Respond to phone enquiries and emails within 48 hours. However, staff are not expected to respond within this timeframe on weekends and public holidays.
- Provide accurate and up-to-date information to customers.

Calendar

November 2019						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Aria received an email from Mr Jones on 9 November 2019 requesting a price list for laptop computers. Aria responded to the request on 12 November 2019.

Mr Jones rang Aria on Tuesday afternoon, very frustrated with the delay in receiving Aria’s response. He threatened to escalate this matter to her manager. Aria felt distressed after this telephone call and asked Omar, a work colleague, to assist her with her self-assessment.

- a. Did Aria perform her job in line with the business’s customer service charter? Explain why or why not. 2 marks

- b.** Explain how Aria should have handled Mr Jones's telephone call. Your response must be different from your response to **part a**. 3 marks

- c.** Aria mentioned to Omar that she felt stressed.

- i.** Define the term 'stress'. 1 mark

- ii.** Identify two signs of workplace stress. 2 marks

1. _____

2. _____

- iii.** Identify two sources of workplace stress. 2 marks

1. _____

2. _____