

VCE VET Business

Written examination – End of year

Sample questions

SECTION A – Multiple-choice questions

Question 1

A document that outlines the standard required when staff provide service to customers is known as a

- A. customer service charter.
- B. client-satisfaction survey.
- C. quality-assurance policy.
- D. technical manual.

Question 2

Dear Book Club member

Money owing to you from the sale of your books at today's second-hand book sale can be:

- deducted from next year's membership fees
- credited directly into your bank account ____ / ____ / ____ / ____

The offer above is an example of a

- A. refund.
- B. reimbursement.
- C. payment option.
- D. payment package.

Question 3

An employee is unsure about the company's approach to handling customer complaints.

The employee should

- A. search the internet.
- B. use their judgment.
- C. consult the company's policy.
- D. tell the customer they cannot help them.

Question 4

An electronics company is operating in a highly specialised market with specific needs.

This type of market is known as

- A. a stock market.
- B. a niche market.
- C. a money market.
- D. an emerging market.

Question 5

When selling products and services to customers, an employee should

- A. advise them of any complementary products, services or information that enhance their purchase.
- B. sell them only what they have agreed to purchase as customers do not like pushy salespeople.
- C. get them in, help them and get them out quickly so they can attend to the next customer.
- D. never let them go without finalising a sale.

Question 6

Having excellent product knowledge will help an employee to

- A. sell older stock.
- B. speed up the stocktake process.
- C. impress the customer with their ability.
- D. match a product to the customer's needs.

Question 7

Providing a customer with a service that best meets their needs, rather than the service for a commission, is an example of

- A. privacy laws.
- B. ethical practices.
- C. anti-discrimination legislation.
- D. occupational health and safety laws.

Question 8

An employee has just advised a customer of the benefits of a home-office printer and mentioned the current promotion on ink cartridges.

This is an example of offering

- A. a historical product.
- B. an emerging product.
- C. a competitor's product.
- D. a complementary product.

Question 9

What is the name of the Act that sets out compulsory standards for product and consumer safety?

- A. *Competition and Consumer Act 2010*
- B. *Occupational Health and Safety Act 2004*
- C. *Victorian Freedom of Information Act 1982*
- D. *Australian Consumer Law and Fair Trading Act 2012*

Question 10

A client management system

- A. helps to maintain accurate customer data.
- B. gives details of the company’s mission statement.
- C. manages the various company policies and procedures.
- D. provides clients with details of the company’s products.

SECTION B

Question 1 (2 marks)

List **two** ways in which a company can provide customers with high-quality service.

Question 2 (3 marks)

- a. What is the purpose of market research? 1 mark

- b. How can a focus group assist in the development of a product? 2 marks

Question 3 (4 marks)

An employee has been asked to evaluate customer satisfaction for their company. Findings need to be based on verifiable evidence.

Provide two examples of sources of verifiable evidence and indicate what this evidence tells you. One example is provided.

	Source of verifiable evidence	What this evidence tells you
	<i>customer-satisfaction survey</i>	<i>provides both quantitative and qualitative information on levels of satisfaction</i>
1.		
2.		

Question 4 (4 marks)

For each customer complaint listed below, recommend a customer-focused solution.

Customer complaint	Customer-focused solution
The invoices issued to the customer include incorrect prices.	
The customer is unhappy about the rude behaviour of a customer service officer.	
The customer has received damaged goods.	
The customer has not received their goods within the specified delivery time.	

Question 5 (6 marks)

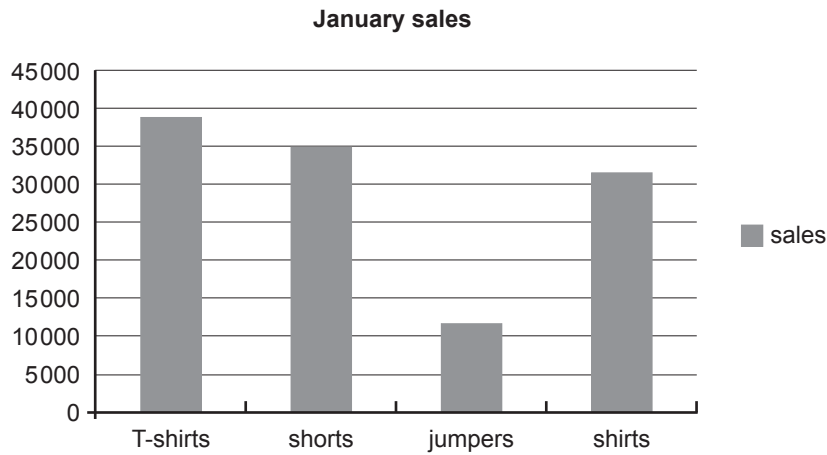
A popular social media network invites users to complete an online questionnaire about the privacy settings on its photographs and updates.

- a. Suggest **two** reasons for the network owners obtaining this feedback from their users. 2 marks

- b. Is an online survey an effective way to communicate with customers and assess their needs? Provide reasons for your response. 4 marks

Question 6 (6 marks)

An employee works for EJLS Clothing Company, a popular clothing store in a local suburb.



- a. Suggest **two** reasons why jumpers would have the lowest sales. 2 marks

- b. What **two** other conclusions can be made from the data on sales? 2 marks

- c. Suggest **two** sources of product information that may assist the owners of EJLS Clothing Company to identify new products to sell in the store. 2 marks

Answers to multiple-choice questions

Question	Answer
1	A
2	C
3	C
4	B
5	A
6	D
7	B
8	D
9	A
10	A