

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

	STUDENT NUMBER								Letter
Figures									
Words									

BUSINESS MANAGEMENT

Written examination

Friday 13 November 2009

Reading time: 3.00 pm to 3.15 pm (15 minutes) Writing time: 3.15 pm to 5.15 pm (2 hours)

QUESTION AND ANSWER BOOK

Structure of book

Number of questions	Number of questions to be answered	Number of marks
3	3	60

- 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.
- No calculator is allowed in this examination.

Materials supplied

- Question and answer book of 16 pages.
- Additional space is available at the end of the book if you need extra paper to complete an answer.

Instructions

- Write your **student number** in the space provided above on this page.
- 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.

Instructions

Answer all questions in the spaces provided.

Question 1

The 2008/2009 global financial crisis has led to a decrease in automobile sales in Australia and hence a reduction in demand for parts of all types. At Johnson Automotive, a manufacturer of brake parts, the workforce has been reduced from 500 to 300. The remaining staff have had their hours of work and pay reduced by 30%. These changes have been made in an autocratic manner, upsetting many of the stakeholders of the organisation. The plant manager who made these changes has since resigned and has been replaced by a new plant manager who plans to adopt a participative management style.

l•	Define the term stakeholder.
	1 mark Contrast the participative and autocratic management styles. Include two characteristics of each management style in your answer.

c.

Discuss two advantages and two disadvantages of the participative management style.						
	4 marks					

Question 1 – continued TURN OVER

d.

Describe two human resource strat satisfaction.	Describe two human resource strategies that the new plant manager could implement to improve employe atisfaction.							

focus on the role	As a consequence of the significant changes at Johnson Automotive, the plant manager has decided to focus on the roles of planning and controlling . Define each of these roles. Discuss how these roles will assist the new plant manager to deal with these changes.							

f.

nanager at Johnson Automotive could apply each of these skills to the current situation.						

Question 2

Wombat Airlines is a large-scale organisation that operates internationally. A unique feature of this airline is that it does not outsource any part of its business. This means it is responsible for the maintenance and cleaning of its planes and the manufacture and supply of the food that it serves.

	2
	2 m
Outline three ways that large-scale organisations contribute to the econon	ny.

ousiness. Illustrate your tudied this year.	answer with ex	ampies Iroin V	wombat Airiin	es or anomer of	igamsauon you na

Strategies that managers use to optimise their operations can be grouped into four areas.

d.

These are

facilities design and layout
materials management
 management of quality
• technology.
Select two areas from the above list.
Identify and describe one operations management strategy from each of the two areas selected. Discuss how Wombat Airlines could use them to improve its operations.

e.

Question 3

a.

The Wilton Hotel has decided to change its business strategy and upgrade from a 3 star hotel to a 5 star luxury resort. Ms Zheng, the proprietor, realises that the staff will need to improve their standard of service to achieve a 5 star rating. An increase in the staff to client ratio is also needed, so twenty new staff will be employed.

viscuss two ways epartment selects	new staff.	ousiness strat	egy will une	et the way in	winen the	naman 1050c

Explain a relevant molestaff to improve their	level of perform	ance.	t might assist ti	ne numan resoui	rce manager to motiv

c.

	cribe one driving force and one restraining force for change that Ms Zheng may have considered before pting this business strategy.
i.	Driving
ii.	Restraining

2 + 2 = 4 marks

imple	t and desementing t	this busin	ness stra	ategy.					

Total 18 marks

Extra space for responses							
Clearly number all responses in this space							

A script book is available from the supervisor if you need extra paper to complete your answer. Please ensure you write your **student number** in the space provided on the front cover of the script book. **At the end of the examination, place the script book inside the front cover of this question and answer book.**

