

2017 VCE VET Business examination report

General comments

The 2017 VCE VET Business examination assessed the following units of competency.

- BSBWOR301 Organise personal work priorities and development
- BSBINM301 Organise workplace information
- BSBITU306 Design and produce business documents
- BSBPRO301 Recommend products and services
- BSBCUS301 Deliver and monitor a service to customers

The 2017 examination comprised two sections: Section A, which contained multiple-choice questions, and Section B, which required written responses to questions.

The following approaches were used when assessing students' responses.

- As the competencies being assessed relate to the business industry, students must use business terminology/language in their responses.
- For questions requiring more than one example, full marks cannot be awarded if answers are the same.
- If a student provides more examples than is required, answers will be assessed in the order in which they are written. Additional responses are disregarded even if the initial response is incorrect and the later responses are correct.

Students and teachers should also note the following information.

- Students are encouraged to read and understand all sections of each unit of competency as listed above, including the elements and performance criteria, foundation skills, performance evidence and knowledge evidence and assessment conditions.
- Students should reference several textbooks and authoritative websites to gain greater understanding of the program structure.
- To demonstrate their knowledge, students must ensure that their responses are specific, include sufficient detail and are as clear as possible.
- Scenarios provided as part of a question are not an answer source for a different question in the examination.
- Students are encouraged to read each question carefully and respond to what has been asked. Students should write responses linked to each scenario provided.
- Students should ensure that they write their answers in the appropriate answer space. For example, in Section B, some students wrote their answer for Question 12a. in the table under Question 12b. and their answer for Question 12b. in the table under Question 12a. If necessary, students should read a question several times to comprehend all of its requirements, as the ability to follow instructions is an integral part of business practice.
- Students should not repeat the question in the answer as this is a waste of time and space.
- Students should look for key words/terms in questions.
- The answer space provided and the marks allocated should be used as a guide to the length of the answer required.

Specific information

This report provides sample answers or an indication of what answers may have included. Unless otherwise stated, these are not intended to be exemplary or complete responses.

The statistics in this report may be subject to rounding resulting in a total more or less than 100 per cent.

Section A – Multiple-choice questions

The table below indicates the percentage of students who chose each option. The correct answer is indicated by shading.

Question	% A	% B	% C	% D	% No Answer	Comments
1	14	75	3	8	0	
2	14	2	9	75	0	
3	1	97	1	1	1	
4	1	2	92	4	0	
5	91	3	3	3	0	
6	79	19	2	1	0	
7	94	1	3	2	0	
8	7	7	10	77	0	
9	82	3	5	10	0	
10	60	2	27	11	0	
11	18	20	48	15	0	Organising files is a key function in any business and students need a greater understanding of the ways businesses can organise their information.
12	10	11	51	27	0	In Microsoft Word, alignment refers to the placement of text within a document relative to the page margins. Vertical alignment is determined relative to the top and bottom margins, while horizontal alignment is determined relative to the side margins.
13	10	36	27	27	0	A hard space, achieved by pressing Ctrl+Shift+Spacebar, connects the letters or words before and after it, so that a name such as 'Mr Harper Smith' will stay together despite any editing of the document.
14	9	14	20	57	0	
15	12	45	23	20	0	Business letters are an important and necessary component in any business and students need a greater knowledge in setting out business letters, not just relying on templates to perform the function.

Question	% A	% B	% C	% D	% No Answer	Comments
16	55	22	7	16	0	This is the physical act of getting the product to the marketplace and communicating that the product is now available for sale. Whereas a system is something that enables data to be integrated and a document is then produced later on. There is no document to begin with. For example, a database system could interrogate how many customer complaints there were last month, and a document could then be generated later on.
17	8	1	89	2	0	
18	8	10	5	76	0	
19	4	20	66	11	0	
20	7	5	14	73	1	

Section B

Question 1

Marks	0	1	2	Average
%	76	17	7	0.3

Acceptable responses included any two of:

- industry associations
- trade fairs/industry conferences/product launches
- websites/authorised suppliers
- industry media sources/magazines/newspapers/television/media releases
- a specific expert or official
- audit reports.

This question was not answered well by many students.

Question 2

Marks	0	1	2	Average
%	27	36	36	1.1

Acceptable responses included any two of:

- goals
- to-do lists
- deadlines
- lunch with business associates
- appointments such as interviews or conferences
- travel arrangements
- staff leave
- delivery schedule.

Answers needed to be work related.

Some students struggled with this question.

Question 3a.

Marks	0	1	2	Average
%	13	51	37	1.3

Acceptable responses included any two of:

- More knowledgeable staff are better able to meet a client's needs.
- Staff waste less time asking colleagues about products and services.
- Staff appear more confident and helpful and thus more professional.
- Further training improves the chances of promotion.

Generally this question was answered well.

Question 3b.

Marks	0	1	Average
%	82	18	0.2

Acceptable responses included:

- comparing product model number and specifications
- comparing bar codes.

This question was not well answered.

Question 3c.

Marks	0	1	Average
%	60	40	0.4

Acceptable responses included checking the competitor's website, brochures or catalogues.

Unacceptable responses included ringing competitors or visiting competitors.

Question 4

Marks	0	1	2	3	Average
%	22	42	28	8	1.3

Acceptable responses included any three of:

- organisational code of conduct/code of ethics
- organisational information protocols, including policy and procedure manual
- compliance with legal, ethical, confidentiality and privacy requirements
- privacy legislation
- passwords on systems
- copyright information
- permission not granted by owner to share information.

Some students struggled with this question.

Question 5

Marks	0	1	2	3	4	Average
%	52	28	11	2	7	0.9

1. Alan T
2. Alan's TV Repair
3. Allan Robert P
4. Allans' Water Cooler Supplies

Students are encouraged to investigate the rules of filing and learn them well.

Question 6

Marks	0	1	2	3	Average
%	66	26	6	2	0.5

Acceptable responses included any three of:

- Online surveys are inexpensive compared with paper or phone surveys.
- Surveys are flexible as they can be delivered online by email or through social media.
- They are a dependable method of collecting reliable and valid information.
- Data can be interpreted into a report/graph.
- Surveys are anonymous.

This question was very poorly answered as student answers focused on the types of data surveys collected rather than why a survey would be used to collect data.

Question 7

Marks	0	1	2	Average
%	50	35	15	0.7

Acceptable responses included any two of:

- To whom it may concern
- Dear Sir/Madam
- Dear Householder/Shareholder/Valued Customer.

Many students struggled with this question.

Question 8a.

Marks	0	1	2	3	4	Average
%	5	8	29	17	41	2.8

Acceptable responses included:

Promotional activity	Explanation
<ul style="list-style-type: none"> • social media, i.e. <ul style="list-style-type: none"> – Facebook – LinkedIn – Tumblr – Twitter – Pinterest – Instagram – YouTube • game sites • company websites • discussion forums • social networks • blogs • search engines 	<ul style="list-style-type: none"> • creates a personal interaction between potential customer and the organisation (customers are actively engaged with social media through the use of videos, whereas with radio they tune in and out) • provides quick feedback and results • delivers a persuasive/entertaining message to influence buying trends • allows opt-in options • allows to update and improve campaigns quickly • allows to reach large or niche audience • builds brand recognition • builds customer relationships • adds value to products/services
<ul style="list-style-type: none"> • email/mail-out • trade show • client functions • product launch • display stands 	<ul style="list-style-type: none"> • targets audience with relevant information that it wants
broadcast <ul style="list-style-type: none"> • radio • cinema 	<ul style="list-style-type: none"> • is available on national networks or local markets • captures audience imagination • targets audience who do not read newspapers
print <ul style="list-style-type: none"> • newspapers • magazines • catalogues • journals • brochures • directories • signage • posters • billboards 	<ul style="list-style-type: none"> • Hard-copy advertising is more flexible – can be read anywhere. Audience can reread or cut out items of interest. Audience can review material at its own pace. Campaigns can provide detailed information and glossy pictures. Magazines can be passed on to numerous people. • Source is credible.
mobile phone/ instant messaging	<ul style="list-style-type: none"> • enables audience participation • allows opt-in options

Generally this question was answered well.

Question 8b.

Marks	0	1	2	Average
%	20	63	17	1

Acceptable responses included any two of:

- to avoid overspending
- to allocate appropriate resources to (other) projects (cost effective)
- to monitor performance
- to meet objectives
- to improve decision-making
- to identify problems before they occur, such as the need to raise finance or cash flow difficulties (avoid financial problems)
- to plan for the future.

Question 9a.

Marks	0	1	2	Average
%	10	54	36	1.3

Acceptable responses included any two of:

- appropriate body language or warmly/enthusiastically greeting a client using the client's name
- apologising for the delay
- promptly showing client to the meeting room and gesturing 'this way'
- offering refreshments
- building rapport
- contacting the client and advising Ms Wickens is behind schedule (via text/phone call).

Question 9b.

Marks	0	1	2	Average
%	5	74	21	1.2

Acceptable responses included:

- increases productivity (organisational benefit)
- increase work performance (a personal benefit)
- reduces fatigue
- optimum comfort
- reduces risk of injury/back strain/eye strain.

Question 9c.

Marks	0	1	Average
%	55	45	0.5

Acceptable responses included:

- performance appraisal
- self-assessment
- mentoring by colleagues/supervisor
- meeting with supervisor

Unacceptable responses included short course, trade show and internship.

Question 10a.

Marks	0	1	Average
%	19	81	

Ryan is \$221.50 over budget.

Question 10b.

Marks	0	1	2	3	4	5	Average
%	21	6	6	18	3	47	

Item	Provider	Price
cake	Gete's Cakes	\$55
helium balloons	Ranee's Party Supplies	\$10
gift	JCLS Store	\$40
card	card shop	\$8
tea, coffee, milk, crockery and cutlery	available in the kitchen	
Total		\$113

Generally this question was answered well. Each line needed to contain the correct information to be awarded marks. Some students received fewer marks because of their lack of attention to detail. For example, some students wrote which staff member was bringing the item, which was incorrect.

Question 11

Marks	0	1	2	Average
%	13	63	24	

Acceptable responses included any two of:

- makes editing documents easier
- saves paper
- enables working on two documents/comparing two documents/copying information from one document to the other (multitasking)
- enables merging information
- causes less eye strain
- saves time
- increases readability.

Students needed to identify two advantages.

Question 12a.

Marks	0	1	2	3	4	Average
%	15	3	35	4	43	2.6

Error	Correct spelling
preceedings	proceedings
participents	participants

Generally this question was answered well. However, some students confused the spell check responses with the grammar check responses.

Question 12b.

Marks	0	1	2	3	4	Average
%	16	5	37	7	35	2.4

Error	Explanation
A important	An important. (The pronunciation of the beginning of a word determines whether 'a' or 'an' is used. If the word begins with a vowel sound, 'an' should be used.)
There are two spaces between 'may' and 'act'.	may act (There is only one space required between words.)

Generally this question was answered well. However, some students confused the grammar check responses with the spell check responses.

Question 13a.

Marks	0	1	2	3	Average
%	58	15	15	12	0.8

Either of:

- the process in which Word takes information from two documents and combines it into a series of customised/personalised/individual documents/letters
- the process in which Word blends a document containing standard text with a document containing variable text to produce a series of customised/personalised/individual documents/letters.

To be awarded full marks students had to identify three stages:

- initial information from two sources
- merge process
- outcome.

Question 13b.

Marks	0	1	Average
%	84	16	0.2

Acceptable responses included:

- labels
- envelopes
- certificates
- name tags
- emails.

Question 14a.

Marks	0	1	Average
%	74	26	0.3

S:\Insurance\Sales_Meetings_2017\Minutes05Oct.docx

Some students struggled with this question. Students should review file-naming conventions and should take greater care in writing the correct information.

Question 14b.

Marks	0	1	2	3	Average
%	15	59	21	4	1.2

This ensures that the correct records are stored in an appropriate location and will be easily identified and retrieved from the filing system in a timely fashion.

Students should use the correct terminology such as 'identify', 'retrieve' and 'locate' files.

Question 14c.

Marks	0	1	Average
%	27	73	0.8

Acceptable responses included:

- so that other staff can easily access files (which increases productivity and efficiency)
- to save time
- easy to locate files.

Generally this question was answered well.

Question 15a.

Marks	0	1	Average
%	51	49	0.5

Acceptable responses included:

- to support locally made products and business
- to instil confidence that it is an Australian product
- to influence consumers to buy Australian products
- to provide authenticity that it is an Australian product

- to instil confidence in the quality of the product
- to identify the company/product.

Question 15b.

Marks	0	1	Average
%	59	41	0.4

Acceptable responses included:

- improves its reputation
- ensures customers identify with the logo
- takes pride in supporting Australian products, local jobs, economy
- increases sales
- creates a professional image.

Question 16a.

Marks	0	1	2	3	Average
%	2	38	56	3	1.6

Acceptable responses included:

- verbal (face-to-face, over the phone)
- written (email, letter, survey/questionnaire)
- focus groups.

Generally this question was answered well, but some students listed two ways of receiving feedback that were of the same type (for example, letter and surveys, which are both considered written feedback) and were therefore awarded one mark only.

Question 16b.

Marks	0	1	2	3	Average
%	3	18	38	41	2.2

Acceptable responses included any three of:

- give them your full attention – be attentive
- practise active listening
- take notes
- repeat main points back to client
- try to calm them down
- assure them that this will be followed up
- have a colleague with you
- call security
- find an appropriate solution to meet their needs
- refer to a manager.

Generally this question was answered well.

Question 17a.

Marks	0	1	2	3	Average
%	1	6	29	65	2.6

The three highest-priority tasks were, in any order:

- ordering breakfast for tomorrow morning's sales meeting
- making changes to the presentation
- file insurance claims that have been finalised

Generally this question was answered well.

Question 17b.

Marks	0	1	Average
%	67	33	0.4

Acceptable responses included, depending on the highest priority selected in Question 17a.:

- ordering breakfast for tomorrow morning's sales meeting gives the caterer enough notice to buy the necessary food and prepare a menu
- making changes to the presentation first gives the manager time to review changes to the presentation
- doing the easiest job first.

Many students wrote as the reason for selecting their highest priority was that it was due by the end of the day. This was incorrect, as the three highest priorities were all to be completed by the end of the day.

Question 17c.

Marks	0	1	2	3	4	5	6	Average
%	6	2	20	8	34	7	22	3.7

Acceptable responses included:

Design issue	Modification	Explanation
too much information on one slide	<ul style="list-style-type: none"> • limit bullet points to 3–6 points • add another slide 	audience will retain more information and therefore it will benefit them more
slide layout is too plain	add a background theme/colour	<ul style="list-style-type: none"> • enhance corporate image • soften the text • more engaging
there are three transitions and two sound effects	<ul style="list-style-type: none"> • reduce the number of transitions • remove the sound effects 	<ul style="list-style-type: none"> • too many transitions/sound effects can distract the audience – you want them to focus on the content • sound effects may not be appropriate for the organisation or unprofessional

Generally this question was answered well.

Question 17d.

Marks	0	1	2	Average
%	22	9	69	1.5

Acceptable responses included:

Enhancement	Explanation
image	<ul style="list-style-type: none"> will complement the presentation creates an immediate reaction from the audience helps audience focus and remember information is eye-catching
chart	visual illustration that makes it easier to understand and interpret data
table	<ul style="list-style-type: none"> arranges data in logical structure to make comparisons easily makes information more accessible
video	visual stimulus provides an extension of presentation
colour	<ul style="list-style-type: none"> can help audience sort out various elements of slide can elicit an emotional response is eye-catching
SmartArt	<ul style="list-style-type: none"> is designed to visually represent information and ideas, such as organisational charts and bullet points is eye-catching
animation	brings one point up at a time so audience can focus on point being raised
background theme	<ul style="list-style-type: none"> must be relevant to the organisation and/or topic is eye-catching
increase size of subheadings and apply bolding	makes them easier to read and highlights important information

Generally this question was answered well.

Question 17e.

Marks	0	1	2	Average
%	12	42	46	1.4

Acceptable responses included any two of:

- customs of the country, e.g. dress, physical contact, gestures, acceptable etiquette, restrictions on social media, differences in daily routines, appropriate food/alcohol, restricted freedom for women
- religious beliefs
- language spoken, i.e. appropriate phrases.

Generally this question was answered well. However, some students were unable to identify two examples.

Question 17f.

Marks	0	1	2	Average
%	25	59	17	0.9

Acceptable responses included any two of:

- to maintain customer rapport and demonstrate respect
- to demonstrate good customer service (understanding the importance of appropriate communication)
- to accept and embrace cultural differences and to accept that people are different
- to know what to do in different situations
- to demonstrate a professional image.

Generally this question was answered well. However, some students were unable to identify two examples.