

2021 VCE VET Business external assessment report

General comments

The 2021 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 examination comprised two sections: Section A, which contained multiple-choice questions; and Section B, which required written responses to questions.

There were some good results overall; however, many students were unable to demonstrate an understanding of key knowledge from the five units of study in their responses.

Students should:

- read the question several times to ensure understanding of what is being asked
- use the 15 minutes reading time wisely so they can plan their answers and reread the questions
- look for key words/terms in questions and how many marks are allocated, which help to determine how much information should be provided to score full marks (e.g. a question asking to 'describe' should not be answered by listing)
- attempt all questions
- be specific in answering questions
- provide only the number of answers/examples required; any extra response will not be considered when awarding marks
- refer to the previous examination reports for an indication of acceptable responses; be mindful that responses from previous examinations should be used as a guide only and students should write full sentences
- answer questions in a way that will demonstrate knowledge and understanding as shown in the elements and performance criteria from every unit of study
- use correct business terminology/language when answering questions; 'text size', for example, should be expressed as 'font size'
- use calculators to calculate numeracy questions and write clearly to ensure numbers are legible; students should expect a question to assess their numeracy skills and the use of an approved calculator is highly recommended.

Students should not:

- try to use responses from previous examination questions
- use generic terms such as 'things like that', 'someone', 'something', or the words 'efficiently and effectively'; these are unprofessional or too vague
- repeat the question in the answer; this wastes time and space
- rewrite the question as the answer.

Specific information

Note: 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.

Question	Correct answer	% A	% B	% C	% D	Comments
1	C	5	7	85	3	
2	D	42	6	14	38	A database software is used to create and maintain files and records and a browser is used to navigate between web pages. None of these can be used to create a flow chart.
3	B	11	63	11	15	
4	A	83	10	5	2	
5	C	5	1	50	44	
6	C	23	10	57	9	
7	A	91	2	5	1	
8	A	19	37	8	35	
9	B	7	73	5	15	
10	D	19	3	1	77	
11	D	4	9	8	80	
12	A	94	0	1	5	
13	C	22	11	45	22	
14	A	93	4	0	3	
15	B	0	99	1	0	
16	C	6	1	87	6	
17	D	17	11	12	59	
18	B	1	71	7	21	
19	A	86	4	2	8	
20	D	2	1	35	62	

Section B

Question 1a.

Mark	0	1	2	Average
%	40	43	17	0.8

Acceptable responses included any two of the following:

- authorised suppliers
- industry associations
- industry conferences
- recognised industry media sources
- organisational website / brochure / product list
- product manual
- manufacturer's specifications.

Many students provided vague responses when the focus should have been on trusted sources of information. Students can learn about collecting reliable information from both the BSBINM301 Organise workplace information and the BSBPRO301 Recommend products and services units of study.

Question 1b.

Mark	0	1	2	Average
%	62	32	6	0.5

Acceptable responses included any two of the following:

- audit documentation and reports
- lapsed clients
- quality assurance data
- returned goods.

The majority of students did not answer this question fully. Some incorrect responses provided were sales records, purchase orders or customer comments.

Question 1c.

Mark	0	1	2	3	Average
%	36	41	20	2	0.9

Acceptable responses included any three of the following:

- model
- features and benefits/specifications
- catalogue number / code
- current/voltage/power rating (not rating alone)
- price / same value.

The majority of students did not answer this question correctly. Many students provided 'functions' of the product as an answer. The function of a printer, for example, is to print a document, but the features and benefits will differ from one model to another.

Question 1d.

Mark	0	1	2	3	Average
%	27	41	28	4	1.1

Acceptable responses included any three of the following.

- The success of any business is contingent on making sales.
- Customers spend their hard-earned money and expect value for money.
- Keeping customers happy means they keep coming back and become loyal customers.
- Loyal customers tell their friends and acquaintances and build the customer base.
- It avoids complaints or even returned goods that do not perform as the customer expected.
- It fulfils a duty of care to the customer.
- It assists in answering objections/inquiries.
- Customers get more information to make informed decision.
- It leads to good reputation.
- It matches the needs of customers.

Many responses lacked depth as to how extensive product knowledge of the customer service provider will lead to increase in sales.

Question 2a.

Marks	0	1	2	3	4	5	6	7	Average
%	46	24	13	10	5	1	1	0	1.1

Error	Explanation	How to correct
Date 11/11/2021	Should be written out in full	11 November 2021 or November 11 2021
Address line	No state	VIC
Comma or punctuation Ms Wickkens,	Open punctuation letter has no commas outside of body of letter	Delete comma after Wickkens
lightning	Typing/spelling/proofreading error	lighting
Underlined subject Electrical safety inspection	The punctuation style is 'open', so no underlining is necessary There is no mention of safety inspection in the body	No underline Delete 'Electrical safety inspection'
Capital S for sincerely	Should be lowercase	sincerely
No Enclosure	If a letter specifies an enclosure, it should be stated on the letter (after the signature)	Enc Enc 1 Enclosure: quote

Writing a fully blocked letter with open punctuation is an important component of BSBIT306 Design and produce business documents. Students were generally unable to find all seven errors. It should be noted that this letter did not have a logo. It is desirable to have a logo in a letter, but small businesses usually do not have one and this is acceptable.

In the letterhead, the address for Yeomi's Electrics shows there is a postcode for Wantirna, but this was not shown for the inside address. This was not hard to find, but many students missed it.

Question 2b.

Mark	0	1	2	3	4	Average
%	56	28	12	4	0.5	0.7

Advantages (any two of the following):

- shows markup and changes made/suggested throughout the document
- allows flexibility / possible to accept or reject the changes
- allows collaboration
- allows a colour scheme / different colours for different types of comments
- clarity of expression (typed versus handwritten comments)
- know who suggested changes
- original document remains the same
- author can accept or reject changes
- a copy of track changes can be saved.

Disadvantages (any two of the following):

- can look intimidating / complicated / too critical / time consuming
- requires access to electronic document
- no face-to-face feedback
- different versions of software (PC versus Mac, for example) make the document appear different
- requires practice/upskilling before one can use it well
- changes can be rejected by author
- changes can be anonymous.

Most responses indicated a lack of knowledge about what track changes are and how this helps in the process of proofreading and editing documents.

Question 2c.

Mark	0	1	2	3	4	Average
%	16	30	30	19	5	1.7

Graphic tools

- engage reader in the content of the document / make information more visual
- make complex information easy to understand.

Custom heading styles

- allow reader to quickly format/navigate the document, rather than manually format it
- create consistent styles and formats
- create new styles to suit the needs of the organisation.

Watermark

- customises the document
- protects the document
- makes the rights for the document explicit; however, it is still transparent, so one can read through it
- alerts the reader of additional information such as 'draft' or 'confidential'.

Tables

- systematise/summarise information in a more organised way
- make it easy to read information
- save space in the document
- make information eye-catching and clear for the reader.

This was not answered to a high standard. Students needed to have a good knowledge of tabs and commands for creating business documents and to demonstrate how these can improve readability and understandability.

Question 2di.

Mark	0	1	Average
%	44	56	0.6

$$\$1000 + \$1250 + \$2250 + \$500 = \$5000$$

$$\$5000 \times 12 = \mathbf{\$60\ 000}$$

Question 2dii.

Marks	0	1	2	3	4	5	6	Average
%	54	1	9	3	10	2	21	2.0

New direct marketing cost	$\$1000 \times 12 = \12000 $\$12000 / 2 = \6000 $\$12000 + \$6000 = \mathbf{\$18000}$
New advertising cost	$\$1250 \times 12 = \15000 $\$15000 / 2 = \7500 $\$15000 + \$7500 = \mathbf{\$22500}$
New total annual cost of the promotional activities	$(\$2250 + \$500) \times 12 = \$2750 \times 12 = \33000 $\$33000 + \$18000 + \$22500 = \mathbf{\$73500}$

Students should be expected to be tested on their numeracy skills and the use of an approved calculator is essential in the examination. In Questions 2di. and 2dii., students were required to show their workings to score full marks.

Question 3

Mark	0	1	2	Average
%	3	22	75	1.7

Acceptable responses included any two of the following:

- losing an existing customer or potential customers
- an unhappy customer can damage the reputation of the business easily via social media (e.g. Instagram, Facebook) and/or word-of-mouth
- a lost customer can have a negative impact on the confidence of the staff / staff turnover
- a lost customer may give the competition an advantage
- perceptions that business is no good / inferior
- business can suffer – decrease in sales/profit / bankruptcy
- need to reduce staffing levels due to reduced sales / redundancy
- legal actions may be taken by customers.

This question was mostly answered well.

Question 4a.

Mark	0	1	2	3	Average
%	15	43	37	6	1.4

Acceptable responses included any three of the following:

- it's only for employees to see / easy access
- easy to update
- to comply with organisational requirements
- manager requests that to be done
- confidential information can accidentally be uploaded on website
- publishing the wrong version of a document on a website can be embarrassing
- document on intranet is dynamic and needs continuous changes
- maintains privacy of information.

Many students did not demonstrate an understanding of what an intranet is and consequently did not provide satisfactory answers.

Question 4b.

Mark	0	1	2	Average
%	53	36	11	0.6

Acceptable responses included any two of the following:

- scanner
- light pen / stylus
- microphone
- touch screen device
- graphic tablet
- barcode reader
- tracking ball

- digital camera
- numerical keypad.

USB flash drives, SD cards and portable hard drives are not input devices, but used for storage.

Question 5

Marks	0	1	2	3	4	5	6	Average
%	23	34	29	11	3	0	0	1.4

Customer service problem	Solutions
error in customer orders	Any two of the following: <ul style="list-style-type: none"> • provide better information to customers before submitting the order • use refund policies • send missing items free of charge • business needs to check and confirm the order before processing • have orders checked before dispatch • improve standard operating procedures
unclear customer complaints policy	Any two of the following: <ul style="list-style-type: none"> • update/review complaints policy • use knowledge from training manuals / inductions • ask advice from a colleague/supervisor
delayed response time to customer enquiries	Any two of the following: <ul style="list-style-type: none"> • use technology to update customers on their order (email, text message) • set a policy for deadlines • targets and KPI for staff (e.g. responsiveness)

This question assumed that the student is the customer service provider, and they need to provide two acceptable solutions for each customer service problem. Some answers indicated what the customer should do or how they would react to each scenario.

Question 6

Mark	0	1	2	Average
%	45	38	17	0.7

Acceptable responses included any two of the following:

- clients / loyal customers
- external agencies/companies, such as banks and employment agencies
- government bodies, such as ATO and WorkSafe
- suppliers.

Students should avoid answering questions with one word or two unless it is necessary. The responses provided above are a guide only and students should endeavour to write full sentences to answer each

question. For example, a high-scoring response could be 'A supplier from whom the organisation buys inventory/stock'. Providing a single word such as 'customer' is not adequate to determine if it answers the question.

Question 7a.

Mark	0	1	2	Average
%	29	63	9	0.8

Acceptable responses included any two of the following:

- indicate to Jesse (preferably when another person is present) that she strongly objects to his behaviour and remarks
- keep a detailed account of unwelcome remarks and grievances
- if necessary, contact a union representative and/or the Anti-Discrimination Board
- explain to both employees the values of the organisation
- advise them of possible consequences of their behaviour.

'Separate both employees to different departments' was not accepted.

In this scenario Desirée is a co-worker and does not have the authority to give a warning to Jarrod and Jesse or ask the latter to apologise to the customer.

Question 7b.

Mark	0	1	2	Average
%	32	52	16	0.9

Acceptable responses included any two of the following:

- be available to listen to Jesse's and Jarrod's reasons for their behaviour
- provide information on customer complaints and how they affect business
- provide information on policies and procedures on appropriate behaviour with customers
- review their work tasks/activities, roles and responsibilities
- give a warning
- provide training on anti-discrimination and bullying
- have a formal meeting.

Many responses included 'to fire' Jesse and Jarrod. These two employees did not fulfil their duties by not treating customers with respect. This should be addressed by the manager explaining to them that this needs to stop and providing training on customer service, instead of sacking them. 'Sacking' and 'not giving any shifts' were common responses from students that could not be accepted.

Question 8

Mark	0	1	2	3	Average
%	9	28	42	21	1.8

Acceptable responses included any three of the following:

- efficient tool to judge customer loyalty
- the extent of customer satisfaction
- opportunity for feedback

- forum for communicating with customers
- identify trends
- can be delivered in different ways (e.g. online or verbally)
- enhance the quality of their business
- insight into customer needs and requirements
- develop a better relationship
- help to retain customers
- inform the business about what they are doing well
- inform the business about what they are not doing well
- show areas of improvement
- determine training needs on customer service.

Question 9

Mark	0	1	2	3	4	Average
%	35	12	6	16	30	2.0

Correct order would be:

- ACT
 - Catnip Drinks
 - Which Craft Designs
- Tas
 - Friar-James Stores Corp.
 - Our Fruits Co.
- Vic
 - Mirten-Hamstead Glove Co.
 - Mi's Moo Milk

One mark was allocated for providing the correct primary guide in alphabetical order and one mark if the secondary guide was shown in the correct order. It should be noted that an apostrophe should be ignored when classifying alphabetically.

Question 10a.

Mark	0	1	2	3	Average
%	42	19	24	15	1.1

Acceptable responses included any two of the following:

- seek a coach or mentor (e.g. supervisor, colleague)
- formal learning programs, TAFE course
- internal training programs, in-house training program on new software/database
- personal study
- work experience / exchange / opportunities / secondment (e.g. go to another area / job shadowing)
- attend a seminar/conference.

The question required students to provide knowledge of professional development. Many students provided one-word answers, such as 'training', 'coach' or 'conference', which was inadequate. A suggested response could be: 'Dimitri can take a training course on legal matters at a TAFE'.

Question 10b.

Marks	0	1	2	3	4	5	6	Average
%	19	32	29	15	4	1	0	1.6

Problem identified by Dimitri	Solutions
postponing tasks he dislikes	<p>Any two of the following:</p> <ul style="list-style-type: none"> do the tasks you like/dislike first and do not leave them until the end of the project. Get them out of the way. break down tasks alternate tasks meet KPIs/goals prioritise workload / use a to-do list / work schedule/planner reward yourself when tasks are completed
poor planning of meetings	<p>Any two of the following:</p> <ul style="list-style-type: none"> use to-do lists, prioritise at meetings use a formal agenda set goals send out an email with a calendar reminder to all parties
not finishing work	<p>Any two of the following:</p> <ul style="list-style-type: none"> complete one task before commencing another remove distractions prepare a work schedule / priority matrix use business technology efficiently and effectively to manage and monitor scheduling and completion of tasks seek further training ask/negotiate extension

This question required students to demonstrate skills learnt from BSBWOR301 Organise personal work priorities and development. Only a few students managed to show a few correct solutions for each problem.

Question 11a.

Mark	0	1	Average
%	77	23	0.3

Acceptable responses included any one of the following.

- At least the customer will have all the information to consider over the weekend.
- The customer can place an order by early next Monday.
- It does not take much time to respond.
- You should always put customers first.

Based on this scenario, Tekayla can refuse to answer this email as it is 5:00 pm and she has 48 hours from next Monday morning to do this. The question required students to show justification as to why she should reply immediately. It does not take much time to send a reply and attach the price list, which can lead to a potential sale by Monday morning. Not many students understood this.

Question 11b.

Mark	0	1	2	Average
%	28	53	19	0.9

Acceptable responses included any two of the following:

- customer does not waste time if the link does not work
- customer does not get frustrated
- the hyperlink opens on the correct webpage
- business is seen as professional
- customer can make an informed decision
- do not have to repeat the task.

'Saving paper' could not be accepted.

Question 11ci.

Mark	0	1	2	Average
%	28	36	37	1.1

Acceptable responses included any two of the following:

- locate the appropriate individual/supervisor who can answer the question
- refer to policies / procedures / product manual
- search in the database / intranet / organisation's website.

Question 11cii.

Mark	0	1	2	3	Average
%	7	20	27	46	2.1

Acceptable responses included any three of the following:

- apologise to them and explain that the appropriate person will call them back in a timely fashion
- use good questioning techniques
- remain calm
- do not take it personally
- sympathise (show empathy) / put yourself in the shoes of the customer
- use active listening skills
- summarise their concern
- find a solution
- escalate if customer is still angry / not satisfied.

This question was generally well answered.

Question 12

Mark	0	1	2	3	Average
%	25	19	38	17	1.5

Acceptable responses included any three of the following:

- word processing (Microsoft Word)
- spreadsheet (Microsoft Excel)
- database (Microsoft Access)
- desktop publishing (Microsoft Publisher)
- Libre Office
- Free Office.

This question tested knowledge of software that can be used to create a mail merge instead of the manual process of doing it. Students are reminded to use industry language when providing answers; they are advised not to use vague answers such as 'word' or 'excel' but instead write 'Microsoft Word' or 'Microsoft Excel'.

Question 13a.

Mark	0	1	Average
%	45	55	0.6

Acceptable responses included any one of the following:

- copyright
- trademark
- patent
- registered designs
- plant breeder's rights.

Question 13b.

Mark	0	1	Average
%	69	31	0.3

Acceptable responses included any one of the following:

- (copyright) music, books, screenplays, logos, registered business names
- (trademark) logos, letters, words, phrases, acronyms, shapes, colours, sense, sound
- (patent) right to an invention
- (registered designs) product
- (plant breeder's rights) new and distinctive plant varieties.

If the response to Question 13a. was incorrect, no mark could be allocated for this question.