

STUDENT NUMBER Letter

VCE VET BUSINESS

Written examination

Thursday 28 October 2021

Reading time: 9.00 am to 9.15 am (15 minutes)

Writing time: 9.15 am to 10.45 am (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	13	13	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 17 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 of the following would be provided to customers at a product launch?

- A. sales report, presentation, list of competitors
- B. presentation equipment, product datasheet
- C. brochure, operating manual, promotional literature
- D. checklist, list of customers, product purchase terms and conditions

Question 2

Which types of software applications would be most suitable for creating a flow chart?

- A. presentation, database and spreadsheet
- B. spreadsheet, browser and word processing
- C. database, word processing and desktop publishing
- D. word processing, spreadsheet and desktop publishing

Question 3

What is the salutation in a business letter?

- A. the subject
- B. the greeting
- C. the signature
- D. the enclosure

Question 4

Which of the following is a keyboard shortcut?

- A. Ctrl+Alt+Del
- B. the function keys
- C. the 'Enter' key, space bar and 'Print Screen' key
- D. the numeric pad, 'Num Lock' key and 'Backspace' key

Question 5

A customer asks for a specific brand of product, which the company does not stock.

The sales assistant should

- A. refer the customer to a competitor.
- B. inform the customer that their brands are superior to the requested brand.
- C. ask the customer what they need and explain the benefits of their stocked brands.
- D. inform the customer that they do not stock that brand and provide feedback to the supervisor.

Question 6

What sections should a business report include?

- A. policies and procedures, a mission statement and a risk assessment
- B. a table of contents, recommendations and invoices
- C. an executive summary, recommendations and different forms of data
- D. an introduction, references and a style guide

Question 7

An administrative assistant should follow a company's standards, ensuring new documents are created in a consistent manner, by accessing the company's

- A. style guide.
- B. correspondence.
- C. policies manual.
- D. workplace health and safety procedures.

Question 8

Which one of the following lists of clients is in correct index order?

- A. Lightfoot 5-Star Dog Grooming Service
Lightfoot and Perkins, Limos for Hire
W. E. Lightfoot
Lightfoot's Sound and Light Display
- B. Lightfoot's Sound and Light Display
Lightfoot 5-Star Dog Grooming Service
Lightfoot and Perkins, Limos for Hire
W. E. Lightfoot
- C. Lightfoot and Perkins, Limos for Hire
W. E. Lightfoot
Lightfoot 5-Star Dog Grooming Service
Lightfoot's Sound and Light Display
- D. W. E. Lightfoot
Lightfoot and Perkins, Limos for Hire
Lightfoot's Sound and Light Display
Lightfoot 5-Star Dog Grooming Service

Question 9

What information can be most effectively used to assess whether customers react positively to a company's promotional activity?

- A. post-promotion returns data
- B. post-promotion sales data
- C. baseline data prior to the promotion
- D. customer complaints

Question 10

For which document would recording of attendance be appropriate?

- A. agenda
- B. business letter
- C. newsletter
- D. minutes of a meeting

Question 11

Landscape orientation is most appropriate for a

- A. letter.
- B. memorandum.
- C. style guide.
- D. three-fold brochure.

Question 12

What is the first step when producing a document?

- A. use correct layouts
- B. print the document
- C. email the document
- D. complete the document within designated timelines

Question 13

A document containing multiple pages in both landscape and portrait orientation requires which type of break?

- A. hard page break
- B. soft page break
- C. section break
- D. continuous section break

Question 14

Which of the following is the most appropriate interpersonal skill to use when resolving a customer complaint?

- A. active listening
- B. rephrasing and repeating the facts
- C. cultural awareness
- D. summarising and paraphrasing instructions

Question 15

A manager should provide feedback to employees based on employees'

- A. character traits.
- B. work performance.
- C. cultural differences.
- D. personal appraisals.

Question 16

A common cause of work-related stress is

- A. lack of sleep.
- B. absence from work.
- C. excessive workload.
- D. poor work performance.

Question 17

Which one of the following is a key performance indicator (KPI)?

- A. team participation
- B. reporting deadlines
- C. improving brand value
- D. time taken to answer calls

Question 18

When communicating with a customer who speaks limited English, a receptionist should

- A. speak loudly.
- B. speak clearly.
- C. exaggerate the pronunciation of words.
- D. use colloquial language.

Question 19

In a company, an employee's personal data would be stored in which data management system?

- A. records
- B. inventory
- C. accounting
- D. office automation

Question 20

What is the main purpose of presenting at a trade show?

- A. to audit documents and reports
- B. to reward employee performance
- C. to promote products to select customers
- D. to create brand awareness for a large audience

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SECTION B**Instructions for Section B**

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

Question 1 (10 marks)

Linley, a sales assistant, works for Yeomie's Electrics, which is an electrical equipment and services company. She has extensive product knowledge.

- a.** List two trusted sources of information Linley would use to maintain up-to-date knowledge of the company's products. 2 marks
1. _____
2. _____
- b.** Other than complaints and questionnaires, provide two examples of evidence that Linley can check to evaluate the company's product range. 2 marks
1. _____
2. _____
- c.** Identify three product characteristics that Linley could use to differentiate between two similar electrical products. 3 marks
1. _____
2. _____
3. _____
- d.** Provide three reasons why Linley's extensive product knowledge will help increase the company's sales. 3 marks
1. _____
2. _____
3. _____

Question 2 (22 marks)

Yeomie's Electrics is a growing business that is trying to improve its performance.

Below is an example of a standard quotation letter.

Yeomie's Electrics
123 Triumphett Street
WANTIRNA VIC 3152
ABN: 132 456 789 11
PH: (03) 7010 1234
FAX: (03) 7010 4321
Email: yeomies@gmail.com

11/11/2021

Ms A Wickkens
890 Frankston Street
WANTIRNA 3152

Dear Ms Wickkens,

SUBJECT: QUOTATION FOR LIGHTNING AND ELECTRICAL SAFETY INSPECTION

Thank you for your recent enquiry regarding a quote for lightning for your property at the above address.

Further to my visit and inspection of your property yesterday, please find enclosed our quote for your consideration.

Should you want to proceed with the electrical work or should you have any questions, please contact me.

Yours Sincerely

Z Z Whitely
Managing Director

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- a. In the table below, identify seven errors in the business letter on page 8, explain why each is an error and describe how to correct each error. 7 marks

Error	Explanation	How to correct

- b. When reviewing a document, what are **two** advantages and **two** disadvantages of using tracking changes in the document? 4 marks

- c. Explain how the following tools and software functions can be used to enhance a document. 4 marks

Graphics tools _____

Custom heading styles _____

Watermark _____

Tables _____

- d. The monthly promotional activity costs for Yeomie’s Electrics are listed in the table below.

Promotional activity	Monthly cost
Direct marketing campaign	\$1000
Advertising	\$1250
Sales promotions: coupons and posters	\$2250
Public relations	\$500

- i. What is the total annual cost of the promotional activities for the company? Show your calculation.

1 mark

- ii. To appeal to more customers, Yeomie’s Electrics wants to launch a new design of its brand and logo. To support this decision, the company has approved a 50% increase to the annual direct marketing costs and advertising costs.

Complete the table below by calculating the new costs. Show your working.

6 marks

New direct marketing cost	
New advertising cost	
New total annual cost of all promotional activities	

Question 3 (2 marks)

Identify **two** ways in which poor customer service can affect a company.

Question 4 (5 marks)

a. Suggest three reasons why a company would upload work instructions, policies and procedures onto the company's intranet and not the company's website.

3 marks

1. _____

2. _____

3. _____

b. Other than keyboard and mouse, list two input devices Linley, the sales assistant, could use when working on a document.

2 marks

1. _____

2. _____

Question 5 (6 marks)

Yeomie's Electrics is experiencing a number of customer service problems.

Complete the table below by providing two solutions for each customer service problem.

Customer service problem	Solutions
error in customer orders	<ul style="list-style-type: none"> • _____ • _____
unclear customer complaints policy	<ul style="list-style-type: none"> • _____ • _____
delayed response time to customer enquiries	<ul style="list-style-type: none"> • _____ • _____

Question 6 (2 marks)

Suggest two types of external customers an administrative officer may need to communicate with.

1. _____

2. _____

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Question 7 (4 marks)

Desirée works in the computing supplies department of a large department store. She works with two colleagues, Jarrod and Jesse.

Desirée is concerned about Jesse's behaviour today. He has refused to serve some customers based on their appearance. Jesse is acting unprofessionally towards customers and, together with Jarrod, he is ridiculing these customers. Also, a customer recently complained to Desirée after he overheard a conversation between Jesse and Jarrod in which they ridiculed a customer.

- a. Apart from informing her manager of the incident today, identify two actions Desirée could take to deal with the unacceptable behaviour of her colleagues. 2 marks

1. _____

2. _____

- b. Jesse and Jarrod continue their behaviour for the rest of their shift.

Identify two actions the manager could take to address Jesse and Jarrod's unacceptable behaviour. 2 marks

1. _____

2. _____

Question 8 (3 marks)

Suggest three benefits to a company of using a customer satisfaction survey.

1. _____

2. _____

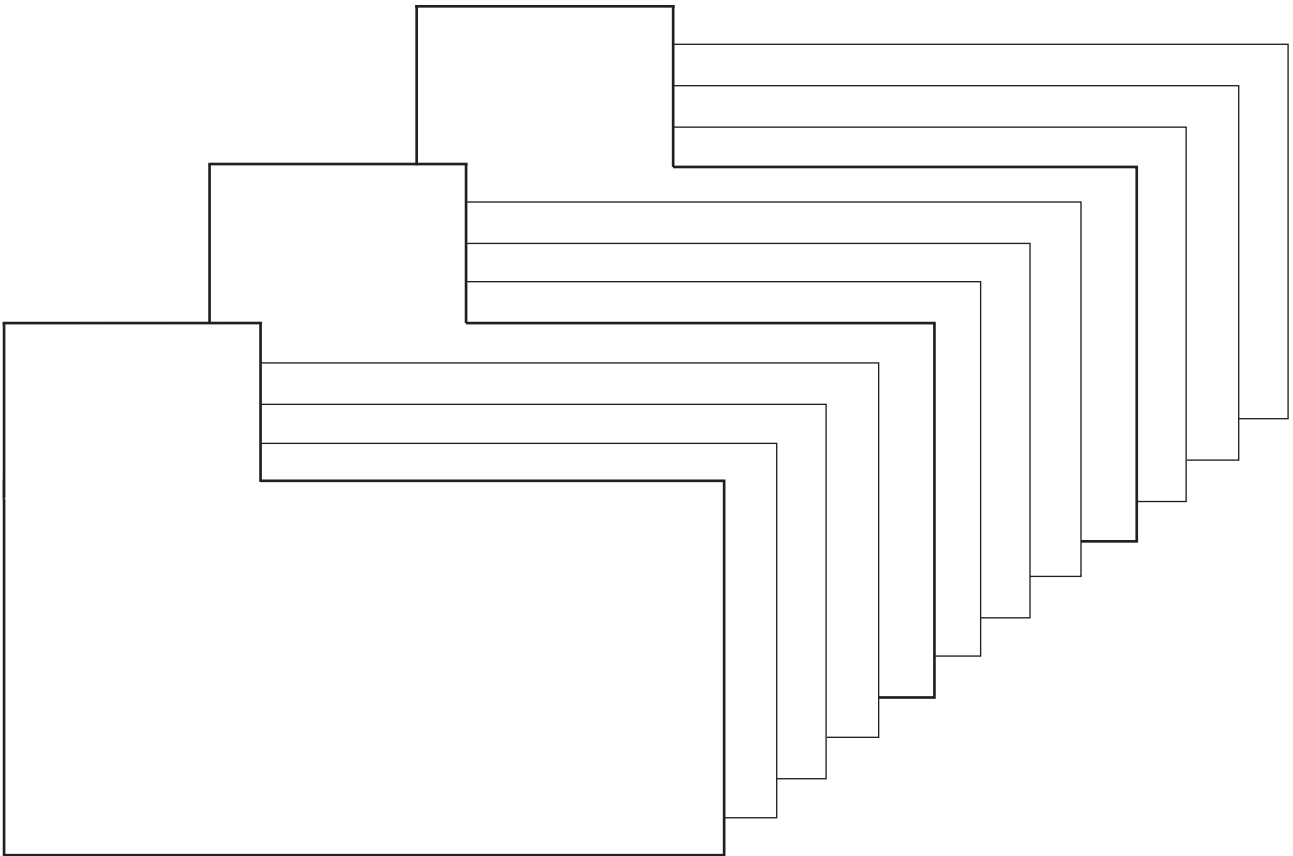
3. _____

Question 9 (4 marks)

Bodhi, an administrative assistant, has been asked to set up a manual filing system for a new solicitor, using geographical filing as the filing method for the following files.

- | | |
|--------------------------------|--------------------------|
| Mirten-Hamstead Glove Co., VIC | Our Fruits Co., TAS |
| Friar-James Stores Corp., TAS | Catnip Drinks, ACT |
| Mi's Moo Milk, VIC | Which Craft Designs, ACT |

On the diagram below, label the primary guides and secondary guides Bodhi would use.



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Question 10 (9 marks)

- a. Dimitri works as an administrative assistant for a large legal firm.

Explain how Dimitri could advance his career by undertaking **three** professional development opportunities.

3 marks

- b. Dimitri identifies on his employee self-assessment that he is struggling to complete some of his daily work tasks.

Complete the table below by providing two solutions to each problem identified by Dimitri.

6 marks

Problem identified by Dimitri	Solutions
postponing tasks he dislikes	1. _____ 2. _____
poor planning of meetings	1. _____ 2. _____
not finishing work	1. _____ 2. _____

Question 11 (8 marks)

Tekayla is the administrative assistant at Yeomie’s Electrics.

Company policy states that all staff must:

- keep a diary (electronic or paper-based) to reflect on their individual performance
- ensure accurate information is provided to all customers
- respond to emails and voice messages within 48 hours, although staff are not expected to respond within this timeframe during public holidays, weekends and factory shutdowns.

At 5.00 pm on Friday, a customer emails Yeomie’s Electrics with an enquiry about pricing. Just as Tekayla is about to shut down her software applications and computer, she notices the email.

- a.** Provide **one** reason why Tekayla should respond to this email and include a hyperlink to the company’s price list. 1 mark

- b.** List two reasons why Tekayla should check the hyperlink to ensure the price list works before sending the email. 2 marks

1. _____

2. _____

- c.** Tekayla returns to work on Monday morning. Her first task is to sort through voicemails, emails and any other mail that has been received by the company. One customer has left several angry messages. It is an urgent enquiry but Tekayla does not know the required information.

- i.** Suggest two ways in which Tekayla could obtain the required information for the customer. 2 marks

1. _____

2. _____

- ii.** Describe how Tekayla should respond to the angry customer when she returns the phone call. 3 marks

Question 12 (3 marks)

Identify three software applications that can be used to create a mail merge.

1. _____
2. _____
3. _____

Question 13 (2 marks)

When using external sources of information, an organisation's code of ethics may require that the source of the information is acknowledged.

- a. Identify the legislation that prevents someone from claiming ownership of any information or ideas that they did not actually produce. 1 mark

- b. Using the legislation identified in **part a.**, provide an example of information or ideas that would be protected under this legislation. 1 mark

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