



2019 Trial Examination

STUDENT
NUMBER

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Letter

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BUSINESS MANAGEMENT

Units 3 & 4 - Written examination

Reading time: 15 minutes

Writing time: 2 hours

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	7	7	50
B	6	6	25
			Total 75

- 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 permitted in this examination.

Materials supplied

- Question and answer book of 22 pages.

Instructions

- Print your name in the space provided on the top of this page.
- All written responses must be in English.

Students are NOT permitted to bring mobile phones and/or any other unauthorised electronic communication devices into the examination room.

SECTION B

Instructions for Section B

Use the case study provided to answer the questions in this section. Answers must apply to the case study. Answer **all** questions in the spaces provided.

Aus. Services is a government business enterprise which specialises in the distribution of parcels and deliveries around Australia. It has faced increasing pressure from other delivery competition and so is seeking ways to improve the efficiency and effectiveness of its operations.

Aus. Services was first founded in 1963 and has many long-standing staff that have worked in the business for more than 10 years. This has fostered a community-feeling corporate culture that values team work and connectedness. However, this has also meant that the business is not as focused on productivity or efficiency.

The new CEO, Bernie Richards is seeking to dramatically change the business in order to focus more on reducing unnecessary costs, including cutting back staff numbers and focusing on improving efficiency.

Question 1 (2 marks)

Define the term government business enterprise.

SECTION B – continued
TURN OVER

