VOYEDGE

NAME:

BUSINESS MANAGEMENT

Unit 3&4 Examination 1

Reading time: 15 minutes
Writing time: 120 minutes

QUESTION AND ANSWER BOOK

Structure of book

Section	*Number of questions*	*Number of questions to be answered*	*Number of marks*
A	5	5	50
B	5	5	25
			Total 75

- Students are to write in blue or black pen.
- 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 correction fluid/tape.
- No calculator is permitted.

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

Instructions
- Write your **name** 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 room.

SECTION A

Instructions for Section A

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

Question 1 (9 marks)

Janice has recently opened a shop that sells antique collectibles and has structured her business as a private limited company. Employees have been instructed to carefully pack items when customers make purchases.

a. Outline **one** feature of a private limited company. 2 marks

b. Describe how the following management skills would be useful for Janice: 4 marks

Planning

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Communication

c. Describe how **one** performance management strategy could be implemented at Janet's shop.

3 marks

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Question 2 (6 marks)

Using a contemporary business case study, analyse how Lawrence and Nohria's Four Drive Theory of motivation could have been used to motivate employees.

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Question 3 (10 marks)

"Without optimal resource use, a business will struggle to achieve long term success".

Evaluate two strategies in relation to materials that can improve efficiency and effectiveness.

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Question 4 (18 marks)

Dolores manages a social enterprise in which pastry items are sold from home, and the profits are reinvested to provide textbook vouchers for students in need. She is planning to apply for a permit to sell the pastries at a local market on weekends as well.

a. Outline **one** driving force and **one** restraining force for Dolores' permit application. 4 marks

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b. Apply Lewin's Three Step Change Model to Dolores' permit application. 6 marks

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c. Propose and justify **one** quality strategy that could help Dolores with preparing the pastries.

3 marks

d. Discuss how profits could be increased if Porter's lower cost strategy is implemented by this social enterprise.

5 marks

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Question 5 (7 marks)

a. Define 'market share'. 2 marks

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b. Analyse how a commitment to corporate social responsibility considerations can help with increasing market share. 5 marks

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SECTION B – CASE STUDY

Instructions for Section B

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

Case Study

Dynamic Prints Ltd is a manufacturer of photocopiers and printers. It has two factory outlets (one in Melbourne, and one in Sydney), and has the mission statement of being the "foremost provider of durable easy-to-use office equipment."

The business introduced a new line of photocopiers that has more high-tech features in 2020, ideal for office environments. In 2022, it also introduced a range of smaller photocopiers that are ideal for transporting around for businesses offering flexible working arrangements with employees.

In some staff surveys, employees have noted that it is a rather fast-paced working environment which can be rather repetitive, and that there should be more opportunities for experienced employees to give insights throughout the business more broadly to less experienced employees.

As a result of such surveys, management decided to undergo a more comprehensive review of the business' performance before any consideration is given to further products being developed in the future.

The following information has been collated regarding the performance of this business.

Sydney factory					
	2018	**2019**	**2020**	**2021**	**2022**
Number of workplace accidents (per 100 workers)	2	4	7	4	6
Rate of staff absenteeism	2%	3%	10%	7%	13%
Rate of productivity growth	1%	1.5%	-0.5%	1%	-2%

Melbourne factory					
	2018	**2019**	**2020**	**2021**	**2022**
Number of workplace accidents (per 100 workers)	1	1	2	1	3
Rate of staff absenteeism	2%	1%	3%	1%	2%
Rate of productivity growth	1%	2%	1%	3%	2%

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Question 1 (2 marks)

Outline **one** reason why a public listed company is preferrable to a private listed company.

Question 2 (7 marks)

a. Interpret the Sydney factory's rate of staff absenteeism to describe why the trend is as presented.
3 marks

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b. Outline how the other two key performance indicators might have been impacted as a result of this trend in the rate of staff absenteeism. 4 marks

Number of workplace accidents

Rate of productivity growth

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Question 3 (6 marks)

Discuss how a redeployment of labour resources could help *Dynamic Prints* increase its net profit in the future.

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Question 4 (4 marks)

Describe how career advancement can help improve the short term and long term motivation of employees at *Dynamic Prints*.

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Question 5 (6 marks)

Describe how increasing staff training could help improve the following key performance indicators:

number of workplace accidents

rate of productivity growth

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Extra space for responses

Clearly number all responses in this space.

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