

'2017 Examination Package' - Trial Examination 1 of 7

1		ı
1		ı
		ı
İ		ı
į ·	THIS BOX IS FOR ILLUSTRATIVE PURPOSES ONLY	١
i		١
i		١
i		ı
1	j	ĺ
'	j	
· -		

	STUDENT	I NUMBE	R				Letter
Figures							
Words						_	

BUSINESS MANAGEMENT

Units 3 & 4 – Written examination (TSSM's 2010 trial exam updated for the current study design)

Reading time: 15 minutes Writing time: 2 hours

QUESTION AND ANSWER BOOK

Structure of book

Section	Number of questions	Number of questions to be answered	Number of marks
Section A	4	4	50
Section B	1	1	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 allowed in this examination.

Materials supplied

Question and answer book of 19 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 devices into the examination room.

© TSSM 2017 Page 1 of 1

SECTION A

Instructions

Answer all questions in the spaces provided.

Question 1 (18 marks)

Poseidon Pty. Ltd. is an Australian software company founded in 2003 by two young aspiring university graduates and enjoying enormous worldwide success with offices in Melbourne, Sydney, San Francisco and Amsterdam. Boasting over 15,000 customers in more than 130 countries and a turnover in the millions, it has developed a number of dynamic products on the market including an enterprise wiki. The company has never shipped physical products as all sales have been completed online and the software is downloaded straight from Poseidon's website. Still owned by the two original founders Poseidon Pty. Ltd. is all about legendary customer service, giving back to the community (employees have 5 paid days a year to work on the charity of their choice) and is continuing to grow at a fast pace despite the global financial crisis.

a.	Define the term public listed company.
	1 mark
b.	Explain why the percentage of market share is important to a business like Poseidon Pty. Ltd.
	2 marks

SECTION A – Question 1 - continued

© TSSM 2017 Page 2 of 2

c.	The two founders of Poseidon Pty. Ltd. have decided that the best type of management style to use in their highly successful and growing company is the consultative style. Outline two key features of this management style.
	2 marks
1.	Compare this management style with the participative style of management. In your answer include at least one disadvantage of both management styles.
	

SECTION A – Question 1 - continued TURN OVER

© TSSM 2017 Page 3 of 3

									5 ma
Suggest on manageme	ne driving ent team r	g force an	nd one re onsider, <i>a</i>	straining as Poseido	force for continu	change th es to gro	at the fo w rapidl	ounders y.	
Suggest on manageme	ne driving ent team r	g force an	nd one re onsider, a	straining as Poseido	force for continu	change th es to gro	at the fo	ounders y.	
Suggest on management	ne driving ent team r	g force an	nd one re onsider, a	straining as Poseido	force for continu	change th es to gro	at the fo	ounders y.	
Suggest on management	ne driving ent team r	g force an	nd one re onsider, a	straining as Poseido	force for continu	change th es to gro	at the fo	ounders y.	
Suggest on management	ne driving ent team r	g force an	nd one re onsider, a	straining as Poseido	force for continu	change th	at the fo	ounders y.	
Suggest on management	ne driving	g force an	nd one re onsider, a	straining as Poseido	force for continu	change th	at the fo	ounders y.	
Suggest on management	ne driving	g force an	nd one re onsider, a	straining as Poseido	force for continu	change the	at the fo	ounders y.	
Suggest on management	ne driving	g force an	nd one re onsider, a	straining as Poseido	force for continu	change the	at the fo	ounders y.	
Suggest on management	ne driving	g force an	nd one re onsider, a	straining as Poseido	force for continu	change the	at the fo	ounders y.	
Suggest on management	ne driving	g force an	nd one re onsider, a	straining as Poseido	force for continu	change the	at the fo	ounders y.	
Suggest on management of the control	ne driving	g force an	nd one re onsider, a	straining as Poseido	force for continu	change the es to gro	at the fo	ounders y.	
Suggest on management of the control	ne driving	g force an	nd one re onsider, a	straining as Poseido	force for continu	change the es to gro	at the fo	ounders y.	
Suggest on management of the control	ne driving	g force an	nd one re onsider, a	straining as Poseido	force for continu	change the es to gro	at the fo	ounders y.	
Suggest on management of the second of the s	ne driving	g force an	nd one re onsider, a	straining as Poseido	force for continu	change th	at the fo	ounders y.	
Suggest on management of the second of the s	ne driving	g force an need to c	nd one re onsider, a	straining as Poseido	force for continu	change the es to gro	at the fo	ounders y.	

SECTION A - Question 1 - continued

© TSSM 2017 Page 4 of 4

BU	SMAN EXAM
	4 mark
f.	Describe two key performance indicators, other than percentage of market share that the founders of Poseidon could use to assess the success of their business operations worldwide.
	4 marks

SECTION A – continued TURN OVER

© TSSM 2017 Page 5 of 5

Question 2 (16 marks)

Samson's Supermarket chain is a series of retail outlets that provide customers with food and grocery items, petrol, general merchandise, consumer electronics, serving millions of customers every day across Australia and New Zealand. They pride themselves on buying from local producers and are currently experimenting with self-serve scanners to streamline their operations.

elf-service scanners.	

SECTION A – Question 2 - continued

© TSSM 2017 Page 6 of 6

Analyse two major differences either in the process stage or in the output stage of the operations system of Samson's Supermarket chain, in comparison to one of its canne	Su	permarket.
Analyse two major differences either in the process stage or in the output stage of the operations system of Samson's Supermarket chain, in comparison to one of its canne		
operations system of Samson's Supermarket chain, in comparison to one of its canne		
Analyse two major differences either in the process stage or in the output stage of the operations system of Samson's Supermarket chain, in comparison to one of its canne		
Analyse two major differences either in the process stage or in the output stage of the operations system of Samson's Supermarket chain, in comparison to one of its canne		
Analyse two major differences either in the process stage or in the output stage of the operations system of Samson's Supermarket chain, in comparison to one of its canne		
Analyse two major differences either in the process stage or in the output stage of the operations system of Samson's Supermarket chain, in comparison to one of its canne		
Analyse two major differences either in the process stage or in the output stage of the operations system of Samson's Supermarket chain, in comparison to one of its canne		
Analyse two major differences either in the process stage or in the output stage of the operations system of Samson's Supermarket chain, in comparison to one of its canne		
Analyse two major differences either in the process stage or in the output stage of the operations system of Samson's Supermarket chain, in comparison to one of its canne food producers like Golden Circle.		
Analyse two major differences either in the process stage or in the output stage of the operations system of Samson's Supermarket chain, in comparison to one of its canne		
operations system of Samson's Supermarket chain, in comparison to one of its canne		2 m
	201 200	alyse two major differences either in the process stage or in the output stage of the crations system of Samson's Supermarket chain, in comparison to one of its cannet
	эре	erations system of Samson's Supermarket chain, in comparison to one of its canne
	эре	erations system of Samson's Supermarket chain, in comparison to one of its canne
	оре	erations system of Samson's Supermarket chain, in comparison to one of its canne
	оре	erations system of Samson's Supermarket chain, in comparison to one of its canne
	ope	erations system of Samson's Supermarket chain, in comparison to one of its canne
	ope	erations system of Samson's Supermarket chain, in comparison to one of its canne
	оре	erations system of Samson's Supermarket chain, in comparison to one of its canne
	оре	erations system of Samson's Supermarket chain, in comparison to one of its canne
	ope	erations system of Samson's Supermarket chain, in comparison to one of its canne
	ope	erations system of Samson's Supermarket chain, in comparison to one of its canne
	оре	erations system of Samson's Supermarket chain, in comparison to one of its canne
	ope	erations system of Samson's Supermarket chain, in comparison to one of its canne

SECTION A – Question 2 - continued TURN OVER

© TSSM 2017 Page 7 of 7

_	
_	
	4 ma
c n	The operations manager at Samson's Supermarkets is keen to increase productivity a competitiveness. The supermarkets are using the latest technology including scanners computerised cash registers and EFTPOS to increase efficiency. Suggest one strategy materials management and one strategy for quality management that the manager course to further improve operations.
_	
_	
_	
_	
_	
_	
_	
_	

SECTION A – Question 2 - continued

© TSSM 2017 Page 8 of 8

		4 mar
	vide one example of how Samson's Supermarkets could demonstrate their imitment to corporate social responsibility.	
		2 ma
cribe	the grievance procedure a business may need to implement as a result of a d management and employees.	ispute
cribe	the grievance procedure a business may need to implement as a result of a d	ispute
cribe	the grievance procedure a business may need to implement as a result of a d	ispute
cribe	the grievance procedure a business may need to implement as a result of a d	ispute

SECTION A – Question 3 - continued TURN OVER

© TSSM 2017 Page 9 of 9

,	

SECTION A – continued

© TSSM 2017 Page 10 of 10

Question 4 (10 marks)

Anal emp	loyees during periods of change that determine the success of the change process. It is two high-risk and low-risk strategies a business could implement to overcome loyee resistance. Referring to Lewin's Three Step Model for change, outline the benefits sing such a model.

Managing change is a vital part of ensuring the success of a business. While there are a number of driving and restraining forces at play, it is how the business manages to deal with

© TSSM 2017 Page 11 of 11

SECTION A – Question 4 - continued TURN OVER

END OF SECTION A

© TSSM 2017 Page 12 of 12

SECTION B – Case study

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.

Question 1

Smats Ltd is a business that downsized in 2016 to cope with poor financial results over the past two years. 2017 is looking to be a more positive year and the Human Resource Manager Mike Smith is busy preparing a workforce plan to identify areas where training is needed so productivity can be improved to improve financial performance.

Recent staff surveys indicate morale is low and that the culture is not positive, after the large number of redundancies last year.

SECTION B – Question 1 - continued TURN OVER

© TSSM 2017 Page 13 of 13

					2 m
Describe how a	business car	n support the	ose employees	s made redunda	ınt.
Describe how a	business car	n support the	ose employees	s made redunda	int.
Describe how a	business car	n support the	ose employees	s made redunda	int.
Describe how a	business car	n support the	ose employees	s made redunda	int.
Describe how a	business car	n support the	ose employees	s made redunda	nnt.
Describe how a	business car	n support the	ose employees	s made redunda	unt.
Describe how a	business car	n support the	ose employees	s made redunda	unt.
Describe how a	business car	n support the	ose employees	s made redunda	ant.
Describe how a	business car	n support the	ose employees	s made redunda	ant.
Describe how a	business car	n support the	ose employees	s made redunda	ant.
Describe how a	business car	n support the	ose employees	s made redunda	ant.
Describe how a	business car	n support the	ose employees	s made redunda	ant.
Describe how a	business car	n support the	ose employees	s made redunda	ant.
Describe how a	business car	n support the	ose employees	s made redunda	ant.

SECTION B – Question 1 - continued

© TSSM 2017 Page 14 of 14

_	
_	4 ma
0	Mike Smith wants to also address the issue of low staff morale. Explain the key feature f Maslow's theory of motivation and discuss how it could be applied to Smats Ltd to ddress this problem.
_	
_	
_	

SECTION B – Question 1 - continued TURN OVER

© TSSM 2017 Page 15 of 15

0	
8 m	arks
Mike Smith is entering negotiations with the union for a new collective agreement. Explain what is meant by a collective agreement and explain the role of the union durchese discussions.	ring

e.

 $\label{eq:SECTIONB-Question1-continued} SECTION\ B-Question\ 1\ \text{-}\ \text{continued}$

© TSSM 2017 Page 16 of 16

SMAN EXAM	
	4 ma
Discuss two skills that Mike Smith might use during these negotiations.	

 $\begin{array}{c} \textbf{SECTION B} - \textbf{Question 1} \text{ - continued} \\ \textbf{TURN OVER} \end{array}$

© TSSM 2017 Page 17 of 17

5 marks

END OF QUESTION AND ANSWER BOOK

© TSSM 2017 Page 18 of 18

Extra space for responses.

Clearly number all responses in this space.

·	
·	

© TSSM 2017 Page 19 of 19