

Trial Examination 2022

## VCE Business Management Units 3&4

Written Examination

### Question and Answer Booklet

Reading time: 15 minutes

Writing time: 2 hours

Student's Name: \_\_\_\_\_

Teacher's Name: \_\_\_\_\_

#### Structure of booklet

<i>Section</i>	<i>Number of questions</i>	<i>Number of questions to be answered</i>	<i>Number of marks</i>
A	6	6	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 correction fluid/tape.

No calculator is allowed in this examination.

#### Materials supplied

Question and answer booklet of 24 pages

Additional space is available at the end of the booklet if you need extra space to complete an answer.

#### Instructions

Write your **name** and your **teacher's 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 examination room.**

Students are advised that this is a trial examination only and cannot in any way guarantee the content or the format of the 2022 VCE Business Management Units 3&4 Written Examination.

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**Question 5** (6 marks)

- a.** With reference to a contemporary business case study, describe **one** of the key elements of an operations system. 2 marks

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- b.** Discuss **one** characteristic of the operations system of service businesses and **one** characteristic of the operations system of manufacturing businesses. 4 marks

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**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.

**Case study**

Premium Pro Building and Construction is a business specialising in building commercial and residential buildings in Victoria and New South Wales. It has developed an excellent reputation and has many clients who have used the company during the past 12 years.

The chief executive officer (CEO) of Premium Pro Building and Construction, Michael Tang, has focused on the quality of the services and products. He has ensured that the best materials are used and has recruited the best employees. Pay and conditions are generous and the employees are covered by an agreement. Training is also available to all employees to keep them up-to-date with current construction skills and trends.

During the past 12 months, Premium Pro Building and Construction has faced a number of challenges, including increased costs, shortages of materials and difficulties attracting and retaining skilled staff.

At a recent management team meeting, the following data relating to key performance indicators (KPIs) was presented by the operations manager, Breanna Barnes.

<b>Commercial division</b>			
<b>KPI</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
Market share	21%	25%	23%
Net profit figures	\$5 million	\$5.8 million	\$5.5 million
Number of customer complaints	100	105	112

<b>Residential division</b>			
<b>KPI</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
Market share	12%	16%	17%
Net profit figures	\$3 million	\$3.5 million	\$3.4 million
Number of customer complaints	95	90	103

The meeting also covered the following.

- The number of workplace accidents increased in 2021.
- The level of wastage has steadily increased since 2020.
- The management team decided to move the focus of the business to commercial projects and will phase out the residential division by 2024.
- Employees, clients and suppliers will be notified of the changes during the next month.







**Question 3** (4 marks)

Explain how the restraining forces of financial considerations and employees have affected Premium Pro Building and Construction.

Financial considerations \_\_\_\_\_

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Employees \_\_\_\_\_

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**Question 6** (2 marks)

Explain **one** low-risk strategy that Premium Pro Building and Construction could use to overcome employee resistance to change.

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**END OF QUESTION AND ANSWER BOOKLET**







