



Figures

Words

Letter

Name _____

VCE BUSINESS MANAGEMENT UNIT 3/4 2023

Practice examination A

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	5	5	50
B	6	6	25
			Total 75

- Students are to write in blue or black pen
- Students are permitted to bring into the practice examination: 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 21 pages.
- Additional space is available at the end of the book if you need extra paper to complete an answer

Instructions

- Write your **student number** 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

Section A

Instructions for Section A

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

Question 1 (16 marks)

Laundry Fresh is a social enterprise established six years ago by Nathan and Ethan. Situated in Sunshine, the duo launched the business with a strong emphasis on corporate social responsibility. After spending several years planning and making numerous attempts to start the business, Laundry Fresh now provides employment and training opportunities for homeless people, employing 50 staff from the local area. Additionally, the business aims to make use of sustainable inputs where possible, sourced from suppliers in Australia. Laundry Fresh has become renowned for its exceptional laundry services.

a. Define the term 'corporate social responsibility'.

2 marks

c. Distinguish between the three key elements of the operations system of a manufacturing business and a service business such as Laundry Fresh. 6 marks

Key element 1 _____

Key element 2 _____

Key element 3 _____

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 (25 marks)

Energetik Group Ltd is a public listed company involved in the generation and retailing of energy. The business implemented a transformation program two years ago with the intention of becoming more socially and environmentally responsible. As part of the change at the business, Energetik has invested heavily in renewable energy, including wind, solar and batteries, shutting down most of its coal-fired generation over the two-year period.

While the business has developed a positive reputation and is financially successful, there are a number of problems that executive management team is concerned about. One concern is an increasing number of complaints about the reliability of the business's services and a consequential decline in sales. The business is also facing a problem with increasing rates of staff absenteeism. The executive management team believes that a lack of motivation is to blame for this problem.

The chief executive officer (CEO) of Energetik wants immediate improvement and has asked the operations manager and the human resource manager to work together to improve quality and commitment to the business. She has suggested that some off-the-job training would be a good starting point. The CEO has presented the following two graphs to the operations manager and the human resource manager, which highlight the movement in two key performance indicators since 2020.



