COMMERCE PRESENTATIONS AND PUBLICATIONS

										Letter
Figures										
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Name_____

VCE BUSINESS MANAGEMENT UNITS 3/4 2023

Practice examination B

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*
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 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 (18 marks)
In response to mounting expenses, notably higher labour and materials costs, shortages of labour and supply chain disruptions, BuildRight Australia is facing some difficult decisions. The building company recently declared a significant decline in its net profit compared to the previous year's figures in 2022. As part of its strategic approach, BuildRight Australia will use its available resources to adapt to these challenging circumstances and will seek to reduce costs. While it seems unavoidable, the business wants to avoid cutting jobs where possible.

a. Describe how business change has come about at BuildRight Australia. 4 marks

b. Explain how cost cutting, as a management strategy for responding to key performance indicators, could be used by BuildRight Australia to achieve **one** business objective. 4 marks

c. Justify how BuildRight Australia could improve the efficiency and effectiveness of its operations through waste minimisation in its production process. 4 marks

d. Describe an appropriate process for BuildRight Australia if it does decide to implement termination strategies. In your answer, include reference to:

- Redundancy as a form of termination
- Entitlement and transition issues. 6 marks

Question 2 (16 marks)

TechNova Corporation is a technology company with a strong focus on increasing employee motivation. The business wants to develop a positive corporate culture by encouraging a team-based work environment and valuing employee well-being. By doing so, it hopes to improve productivity and achieve business objectives. Management at the business is prioritising the development of the company's corporate social responsibility procedures.

a. Identify and explain **two** corporate social responsibility considerations that can influence the decisions made by management at TechNova Corporation in relation to its operations system. 4 marks

b. Describe and discuss either Maslow's or Locke and Latham's theory of motivation for assisting TechNova Corporation to motivate its employees. Recommend which motivational theory would be the most suitable for TechNova. 8 marks

c. Analyse the importance of creating a positive culture for change within TechNova Corporation, with reference to the principles of the Learning Organisation (Senge). 4 marks

Question 3 (10 marks)
'Improved productivity, competitiveness and effectiveness for a business can only come from the provision of staff training.'

To what extent do you agree or disagree with this statement?

Question 4 (6 marks)
Analyse how legislation has been a restraining force for change in a contemporary business that you have studied this year.

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

Nuventure is a private limited company that designs and manufactures a diverse range of products, including electronic security systems, audio-visual solutions, and healthcare equipment. It has an outstanding reputation for excellence in product quality and customer service, and is renowned for its use of cutting-edge technology.

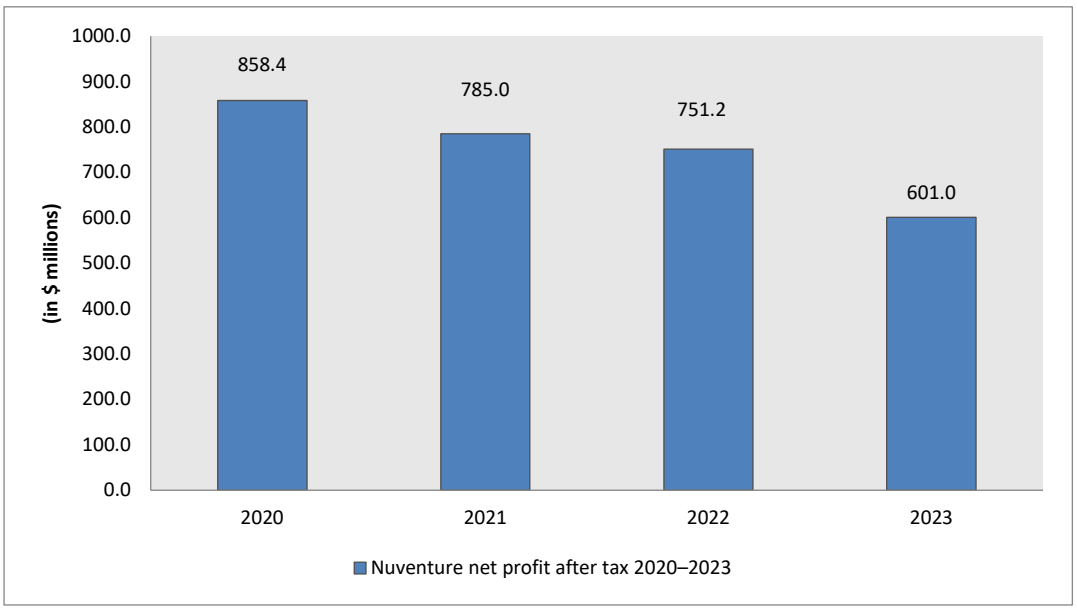
Nuventure's vision is "to be a global leader in production and delight". It values customers first, safety, integrity and professionalism.

When announcing Nuventure's 2023 full-year results recently, managing director Robyn Marsh said that good progress was being made in achieving the business's objectives. However, she announced that the business was still facing a problem with falling profit – the business made a $751.2 million profit in 2022 followed by a $601 million profit in 2023. Ms Marsh also pointed out that the business was not succeeding in improving workplace safety, with an increase in its number of workplace accidents of 20%.

Ms Marsh announced a number of changes that will occur at the business to address management's concerns over the company's financial situation. These include:

- restructuring the business to reduce costs and achieve efficiencies
- implementation of a lean management strategy to reduce costs
- investing in new technologies such as artificial intelligence (AI) – while the business already makes use of robotics, AI would be expected to improve efficiency and effectiveness.

Ms Marsh noted that a great deal of effort had already gone into improving the corporate culture of the business, including encouraging employees to make contributions to the success of the business and undertake personal growth. However, she said that more needs to be done to achieve the culture that management wants to see.



Question 1 (2 marks)
Define the term 'number of workplace accidents'.

Question 2 (3 marks)
Using Nuventure's data, describe the relationship between the increase in the number of workplace accidents and the company's net profit figures.

Question 3 (2 marks)
Outline **one** reason why private limited company is a suitable type of business for Nuventure.

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Question 4 (4 marks)
Propose and justify **two** motivation strategies to further improve the corporate culture at Nuventure.

Question 5 (6 marks)
Evaluate the ability of a lean management strategy that Nuventure could use to enhance the efficiency and effectiveness of its operations.

Question 6 (4 marks)
Compare the use of robotics and artificial intelligence as strategies that Nuventure could implement to improve its operations.

Question 7 (4 marks)
Explain the importance for Nuventure of reviewing its key performance indicators when evaluating the effectiveness of business transformation.

Extra space for responses

Clearly number all responses in this space

END OF QUESTION AND ANSWER BOOKLET