



EXTRA

EXPERIENCED TEACHER RESOURCES & ASSESSMENTS

Student Name: _____

BUSINESS MANAGEMENT Units 3&4 2023 Written Trial Examination

QUESTION AND ANSWER 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	7	7	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 allowed in this examination.

Materials supplied

- Question and answer book of 18 pages
- Additional space is available at the end of the book if you need extra paper to complete an answer.

Instructions

- Write your **student name** in the space provided above on this page.
- All written responses must be in English.

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

The following is an email exchange between Alex, the Store Manager of Bright Light Sun-Shades' Beach St Store in Victoria, and Mark, the operations manager of Bright Light Sun-Shades. Mark is based in Sydney, where the company's head office is located.

Hi Alex,

Thanks for your email regarding the opening of Bigger and Better SunShades next to our shop on Beach Street. We agree that they will provide new competition for us, but we are confident that the introduction of our new online system and updated website will provide a much more unique experience for customers, as they will be able to customise their sunshades for the first time ever! We think this new feature will ensure our loyal customers stay with us.

Keep up the terrific work you do for us and our customers.

Kind regards,

Mark

Operations Manager, Bright Light Sun-Shades

Hi Mark,

I agree our new customised feature will be well received by our customers but compared to Bigger and Better SunShades lower prices, it might not be enough to keep our loyal customers shopping at our stores. As the customisable sunshades are all customised online, we have seen a drop in the numbers of customers walking through our doors to browse our options. The cost of production for the customisable sunshades has also increased our expenses dramatically, because so many new fabric patterns have been purchased. Many of these new patterns are unpopular with customers, meaning they have not been used at all.

We are already behind on sales compared to last quarter. Our market share has dropped to a new low of 12.6%.

Can you please advise how we can increase our sales as I am worried we will not be able to make budget in the coming months.

Kind regards,

Alex

Manager of Beach Street Store, Bright Light Sun-Shades

Hi Alex,

I understand your concern. However, we are not competing with customers on cost but are instead offering a premium product and a premium experience. Our loyal customers across all of our stores nation-wide will appreciate this. To increase in-store sales, please ensure all employees are familiar with the features of the new website and can assist any customers with questions about customising their sunshades.

Kind regards,

Mark

Operations Manager, Bright Light Sun-Shades

Question 1 (2 marks)

Define percentage of market share.

Question 2 (4 marks)

Discuss the technological strategy Bright Light is using to sell their customised sunshades.

Question 7 (3 marks)

Outline one strategy Bright Light could use to address a key performance indicator.
