

Student Name:



2023 BUSINESS MANAGEMENT UNIT 3 & 4

Trial Examination 2

Reading Time: 15 minutes

Writing Time: 2 hours

QUESTION & 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	4	4	40
B	7	7	35
			Total: 75

- Students are permitted to bring into the examination room: pens, pencils, highlighters, erasers, sharpeners, 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 20 pages

Instructions

- Answer all questions in the answer book.
- All written responses must be in English.

Students are not permitted to bring mobile phones and/or any other unauthorized electronic devices into the examination room.

Instructions

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

SECTION A

Question 1 (10 marks)

DIY Blinds is one of the fastest growing window furnishing business in Victoria. The business offers easy to buy Australian made window furnishings online. This allows homeowners to virtually design and purchase premium blind shutters and curtains, removing the need for a traditional bricks and mortar showroom. With a current staff of 120 employees the business has opened an office in Sydney and is now looking to expand to Queensland.

Source: www.smartcompany.com.au/plus/how-diy-blinds-built-disruptive-business

a. Define the term 'online services'.

2 marks

b. DIY Blinds would seek to achieve several business objectives. One of these would be to improve efficiency. Explain this business objective with reference to DIY Blinds.

3 marks

c. McPhail’s Furniture offers a rustic/country style furniture collection to customers made of recycled materials which include timber and metal furniture.

Analyse the efficiency of operations using recycling. 3 marks

d. Outline **one** corporate social responsibility consideration for operations at McPhail Furniture.

2 marks

End of Section A

