**Business Educators Western Australia (Inc)**

**2020**

**Question/Answer Booklet**

Disclaimer: This exam was written in 2020 to comply with the SCSA ATAR Business Management and Enterprise syllabus at that time. It is strongly advised that teachers check this exam against the current year’s syllabus to ensure that all items comply.

It is provided in Word format so that you can edit as appropriate.

**BUSINESS MANAGEMENT AND ENTERPRISE**

**ATAR UNIT 3**

Student Name:

School:

**Time allowed for this paper**

Reading time before commencing work: Ten minutes

Working time for paper: Three hours

**Materials required/recommended for this paper**

***To be provided by the supervisor***

This Question/Answer Booklet

***To be provided by the candidate***

Standard items: pens (blue/black preferred), pencils (including colour), sharpener, eraser, correction fluid/tape, ruler, highlighters.

Special items: non-programmable calculators approved for use in this examination.

# Important note to candidates

No other items may be taken into the examination room. It is **your** responsibility to ensure that you do not have any unauthorised material. If you have any unauthorised material with you, hand it to the supervisor **before** reading any further.

**Structure of this paper**

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| --- | --- | --- | --- | --- | --- |
| Section | Number of questions available | Number of questions to be attempted | Suggested working time (minutes) | Marks available | Percentage of Exam |
| Section OneShort Answer | 6 | 6 | 100 | 61 | 60 |
| Section TwoExtended Answer | 3 | 2 | 80 | 50 | 50 |
| **Total marks** | 110 |

*For markers’ use only*

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| Section/Question | Marks allocated | Marks achieved | Allocated weighting | % achieved |
| ***Short answer – attempt THREE questions*** |   |   |   |   |
| 1 | 10 |   |   |   |
| 2 | 9 |   |   |   |
| 3 | 10 |   |   |   |
| 4 | 12 |   |   |   |
| 5 | 10 |  |  |  |
| 6 | 10 |  |  |  |
| **Total Marks Allocated** | 61 |   | **60%** |   |
| ***Extended answer – attempt TWO questions*** |   |   |   |   |
| 7 | 25 |   |   |   |
| 8 | 25 |   |   |   |
| 9 | 25 |   |   |   |
| **Total Marks Allocated** | 50 |   | **40%** |   |
| **EXAM TOTAL** |  |  | **100%** |  |

**Section One: Short Answer 60% (61 Marks)**

This section has **six (6)** questions. Answer all **six (6)** questions. Write your answers in the space provided.

Spare pages are included at the end of this booklet. They can be used for planning your responses and/or as additional space if required to continue an answer.

* + Planning: If you use the spare pages for planning, indicate this clearly at the top of the page.
	+ Continuing an answer: If you need to use the space to continue an answer, indicate in the original answer space where the answer is continued, i.e. give the page number. Fill in the number of the question(s) that you are continuing to answer at the top of the page.

Suggested working time for this section is 100 minutes.

**Question 1** **(10 marks)**

According to the world bank, the country Laos has a fast growing economy driven by the natural resources sectors.

a) Explain the impact that globalisation has on employment levels in developed countries and developing countries. (4 marks)

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b) Describe the measures in which governments can encourage international trade and investment. (6 marks)

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**Question 2** **(9 marks)**

 ‘Ethics’ is area of philosophy that involves an awareness of one’s moral principles to determine what is good and what is bad (or right and wrong). Ethical dilemmas often arise when making decisions that will have positive and negative outcomes.

Describe **three (3)** areas where ethics plays a role in global business decision making.

a) (3 marks)

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b) (3 marks)

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c) (3 marks)

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**Question 3** **(10 marks)**

**La Petite Bebe** is a medium sized Australian frozen food business that specializes in ready made frozen organic baby meals. Having success in the Australian market, the business owners are now considering expanding into the South East Asian markets.

a) Identify **three (3)** benefits and **three (3)** challenges to Australian businesses as a result of FTAs. (6 marks)

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b) Identify and list **three (3)** features of a free trade agreement (FTA) that is suitable for Australian businesses who want to expand into South East Asia. (4 marks)

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## Question 4 (12 marks)

Pied du monde is an Australian footwear manufacturer footwear creating shoes that are incorporate style, comfort and support. The business considering expanding their business activities in South East Asian Markets.

Explain **three (3)** factors that determine the feasibility of expanding into a South East Asia

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Q**uestion 5 (10 marks)**

Some of the world’s most successful brands identify with values of connectedness, inclusivity, diversity, creativity and culture.

a) Explain how managing diversity can be used as a strategy for business growth.

 (4 marks)

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b) Use a case study to evaluate the benefits of having a global brand.

 (6 marks)

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**Question 6 (10 marks)**

Being an exporter opens up a number of potential lucrative opportunities as your potential customer base turns global. A degree of vigilance however is needed when international financial transactions occur.

a) Identify two financial risks that could exist for exporters when trading overseas.

 (4 marks)

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b) Outline **three** strategies that can be considered to minimise financial risks in the export market. (6 marks)

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## End of Section One

**Section Two: Extended Answer 40% (50 marks)**

This section contains **three (3)** questions. You must answer **two (2)** questions. Write your answers in the space provided.

Spare pages are included at the end of this booklet. They can be used for planning your responses and/or as additional space if required to continue an answer.

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	+ Continuing an answer: if you need to use the space to continue an answer, indicate in the original answer space where the answer is continued, i.e. give the page number. Fill in the number of the question(s) that you are continuing to answer at the top of the page.

Suggested working time for this section is 80 minutes.

**Question 7 (25 marks)**

Global\_DR Medical Clinics (a.k.a. Global\_DR) has recently expanded operations into Vietnam by acquiring local clinical services provider, Ket Qua Doctors.To facilitate a smooth transition of the acquisition, a team of healthcare associates has been created with the goal to streamline and align various business activities and determine areas that need change.

Some of these areas included bookings, payment transactions, patient information management and marketing. Ket Qua Doctors was established in Vietnam in 1976 and has 7 clinics across the country. It was a privately owned business and has been mainly managed and controlled by the original family owners. Most processes are still paper based and there has only been recent uptake of technology in the clinics.

a) Outline one internal factor and one external factor that drives change. (4 marks)

b) Explain **two (2)** possible resistances to change that may occur at Ket Qua Doctors

 (6 marks)

c) Analyse the first **two (2)** Kotter’s 8 Steps change model and how this model can facilitate change.

 (8 marks)

d) Draw a diagram and write an explanation on how Lewin’s Forcefield Analysis model applies to Ket Qua Doctors and Global\_DR.

(7 marks)

**Question 8 (25 marks)**

The brand value associated with the giant technology company Apple is the expectation in innovation, improvements and productivity. The company embraces the concept of innovation across its main business functions of operations, marketing, and finance.

Apple’s operations function includes the development and manufacturing of components, materials and equipment. The marketing function encompasses professional, scientific and technical services. Finally, the finance function includes consumer sales, transportation, and business sales. All of these processes and services do not only help make and sell their products, they provide for an interconnected technological eco-system to exist.

a) Outline the roles and benefits of innovation in relation to technology products consumers use in everyday life. (4 marks)

b) Analyse **two (2)** factors that impact on the success of innovation in technology based companies like Apple. (8 marks)

c) Identify and justify **two (2)** benefits of innovation you think is critical in achieving success in a competitive, ever-changing fast paced industry.

 (8 marks)

d) Evaluate the role that e-commerce may have in a global and social online environment.

 (5 marks)

**Question 9 (25 marks)**

Markson and Gray are fine makers of teas made from Australian native ingredients. The tea has unique nutritional properties that have therapeutic and calming effects. Markson and Gray are looking to develop a key partnership with US based HANK Enterprises, a large venture capitalist firm with strong investment links to hotel chains and resorts.

HANK Enterprises would like to invest and retain all production and manufacturing in Australia to ensure the tea’s quality. Markson and Gray would still like to be involved in some of the marketing decisions. They want to ensure that their brand’s integrity and reputation is not compromised because they believe its value will still be recognised on its own merits.

a) Explain one factor that could be driving global business development for Markson and Gray.

 (4 marks)

b) Evaluate the rationale for **two (2)** types of strategic alliances that could enable this potential global expansion to operate. (8 marks)

c) Discuss the potential issues for Markson and Gray in balancing standardisation and adaption decisions relating to; **i)** corporate slogan, **ii)** product name and **iii)** product features.

(9 marks)

d) Justify the importance of Australian entrepreneurs’ ability to market the benefits of home grown/developed products. (4 marks)

**END OF SECTION**

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**First extended response question selected:**

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**Second extended response question selected:**

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