



Western Australian Certificate of Education Examination, 2013

Question/Answer Booklet

CAREER AND ENTERPRISE

Stage 3

Please place your student identification label in this box

Student Number: In figures

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In words

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

Number of additional
answer booklets used
(if applicable):

To be provided by the candidate

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

Special items: nil

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 notes or other items of a non-personal nature in the examination room. If you have any unauthorised material with you, hand it to the supervisor **before** reading any further.

Structure of this paper

Section	Number of questions available	Number of questions to be answered	Suggested working time (minutes)	Marks available	Percentage of exam
Section One: Short answer	6	6	90	84	50
Section Two: Extended answer	3	2	90	60	50
				Total	100

Instructions to candidates

- The rules for the conduct of Western Australian external examinations are detailed in the *Year 12 Information Handbook 2013*. Sitting this examination implies that you agree to abide by these rules.
- Write your answers in this Question/Answer Booklet.
- You must be careful to confine your responses to the specific questions asked and to follow any instructions that are specific to a particular question.
- 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 that you are continuing to answer at the top of the page.

Section One: Short answer

50% (84 Marks)

This section has **six (6)** questions. Answer **all** questions. Write your answers in the spaces 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 that you are continuing to answer at the top of the page.

Suggested working time: 90 minutes.

Question 1

(10 marks)



'Career tanks' means: Career plans do not work out.

The cartoon suggests one way of managing an individual's career.

- (a) Discuss the message the cartoonist is portraying. (4 marks)

Question 1 (continued)

- (b) Explain **three** strategies you could adopt to manage your personal and professional future career success. (6 marks)

Question 2 (16 marks)

This question is based on the previewed source: *If You Don't Design Your Career, Someone Else Will* by Greg McKeown.

- (a) List the **eight** key steps McKeown suggests in the previewed source you should follow when reflecting on your career. (8 marks)

(b) Explain **two** strategies you would put in place to cater for an unpredictable event. (8 marks)

Question 3

(18 marks)

- (a) Discuss **two** challenges and **two** opportunities provided by globalisation from the point of view of the employer for a workplace you are familiar with. Use relevant examples to support your response. (12 marks)

Challenges:

Opportunities:

- (b) Describe **two** impacts of systemic or structural workplace reform on employees in the global marketplace. (6 marks)

Question 4**(16 marks)**

- (a) There are many drivers of productivity improvement and ways an organisation can increase the productive capacity of its staff. Describe **four** key strategies an organisation might use to improve its productive capacity. (8 marks)

Question 4 (continued)

- (b) Outline **four** reasons why you think the strategies in part (a) might improve an organisation's productive capacity. (8 marks)

Question 5

(5 marks)

Describe **one** time management skill you have learned or applied at work and explain how that time management skill has increased (or could increase) the productivity of the organisation.

Question 6

(19 marks)

- (a) Many employers use information and communication technologies. List **two** benefits for the employee and **two** benefits for the employer. (4 marks)

Employee benefits:

Employer benefits:

Section Two: Extended answer**50% (60 Marks)**

This section contains **three (3)** questions. You must answer **two (2)** questions: the compulsory question Question 7 and **one (1)** of the other questions (Question 8 or Question 9). Write your answers in the spaces provided.

If you use a page for planning, indicate this clearly at the top of the page.

Suggested working time: 90 minutes.

Compulsory question**Question 7****(30 marks)**

You are working as a career adviser in a high school and are introducing the *Australian Job Guide* to a class of Year 10 students. You state that the Guide refers to seven ‘types of work’ categories:

- analytical or scientific
- creative or artistic
- helping or advising
- nature or recreation
- organising or clerical
- persuading or service
- practical or mechanical.

As part of your lesson plan, consider the following:

- (a) Before asking the students to utilise these work categories, request all students to complete a career test on their personality type, interests and values. Explain why this would be helpful. In your answer, refer to a career test you are aware of. (10 marks)

- (c) Discuss further career exploration options students could pursue after using the Guide.
(10 marks)

See next page

Answer Question 8 or Question 9**Question 8****(30 marks)**

Questions 8 (a) and (b) are based on the previewed source: *The threat of the internet to retail* by Bernard Keane.

What's missing from most of the analysis and coverage, especially from business journalists preoccupied with covering companies rather than consumers, is an effective understanding of how potent the threat of online shopping is to the Australian retail model. Australian retailers are, at the moment, about where the music industry was in 1999. The penny has dropped that this internet thing is a threat, but they're still trying to understand what it means and how it can be addressed. And the problem is going to get a lot worse in coming years.

And Australian retailers show all the signs of following the same template of denial that we've seen from other industries whose business models have been smashed by new media: first ignore the internet as irrelevant, then fail to grasp its potential because you're too comfortable with your pre-digital business model, then realise it's a threat, then demand governments make the threat go away by forcing consumers back into your old business model, then watch as new entrants with whom you've never had to compete before - who indeed may not even be in your industry - arrive to offer the innovation you could have offered if you'd been smart enough from the get-go. Think Apple for music. Amazon for books and, now, virtually any retail, and Google for advertising. Companies that, strangely, know how to make money off the internet while traditional industry sectors panic. About the only big Australian service providers who've been genuinely innovative in responding to the internet have been banks, which realised early on the potential to dramatically cut costs with a switch to online banking.

(Source Crikey online news)

- (a) With reference to the article, outline the impact of online shopping on the Australian retail industry. (10 marks)
- (b) Describe the opportunities that online shopping will provide for individuals, corporations and work environments in Australia in the near future. (10 marks)

Question 8 (c) is based on the previewed source: *Retail trends show lure of online shopping*, by Blair Speedy.

- (c) Discuss whether there are social justice or cultural implications that could occur because of the development of online shopping for members of the global community. (10 marks)

or

Question 9**(30 marks)**

Any organisation that suffers from a negative work culture will likely experience falling profits, increased staff absenteeism, lack of staff motivation and difficulty in retaining staff.

- (a) Explain why a negative work culture can lead to falling profits, increased staff absenteeism, lack of staff motivation and difficulty in retaining staff. (10 marks)
- (b) Discuss strategies you might consider if you were asked to implement changes in a particular organisation. (10 marks)
- (c) Explain why implementing a positive work culture is a necessary process for any organisation to remain competitive in a global market over time. (10 marks)

End of questions

Question number: _____

Lined area for writing an answer to the question.

ACKNOWLEDGEMENTS

Section One

Question 1

Schwadron, H. (n.d.) *'Yes, I will marry you, Bob. I've decided I'd like having something to fall back on if my career tanks'* [Cartoon]. (Catalogue number 16502463). Retrieved February 2, 2013, from www.jantoo.com/cartoon/16502463

Section Two

Question 8

Extract from: Keane, B. (2011, July 27). The threat of the internet to retail. *Crikey*. Retrieved February 2, 2013, from www.crikey.com.au/2011/07/27/underestimating-the-threat-of-the-internet-to-retail/

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