

Newington 2012 Business Studies HY Exam

Section I: Multiple Choice

15 Marks Available

1. What are the four Vs:
 - a) Value-adding, volume, vision and variety
 - b) Variation in demand, visibility, variety and volume
 - c) Volume, visibility, variance, valuation
 - d) Value-adding, volume control, voicing concerns, variety

2. Achieving lower per unit costs of production due to an increase in the size of operations is known as:
 - a) Global sourcing
 - b) Outsourcing
 - c) Economies of scale
 - d) Diversification

3. Which if the following are examples of global factors that present opportunities to improve operations:
 - a) Procurement of inputs from overseas
 - b) Increased competition
 - c) Increased compliance costs
 - d) Conciliation, staff turnover and integration

4. Which of the following would be the most appropriate scheduling tool to use for repetitive tasks with a known task time:
 - a) Rostering
 - b) CPA
 - c) Transformation timetable
 - d) Gantt chart

5. What is the name given to a bar chart that divides a project into a list of activities and denotes the timing and sequencing of business activities:
 - a) Gantt chart
 - b) Scheduling chart
 - c) Activity chart
 - d) Functioning review chart

6. Which of the following are not examples of KPI's:
 - a) Lead times/wait times/idle times and capacity rates
 - b) Scheduling chart
 - c) Activity chart
 - d) Function review chart

7. Which of the following describes the listing of skills and competencies required for particular job activities:
 - a) Task design
 - b) Job selection
 - c) Job streaming
 - d) Screening and recruitment

8. Which of the following is a management practice that has resulted from a consumer expectation that business adopt ecologically sustainable strategies:

- a) Recycling waste
- b) Improving customer service
- c) Increasing the level of exports
- d) Improved work safety

9. What is the strategic role of marketing:

- a) Successful advertising
- b) Being interdependent
- c) Putting customer first
- d) Translating profit maximisation into reality

10. Which of the following is a business input:

- a) Goods and services
- b) Labour
- c) Intermediate goods
- d) Customer service

11. In which market would BlueScope steel purchase iron ore for its steel mills?

- a) Resource market
- b) Industrial market
- c) Intermediate market
- d) Consumer market

12. Which of the following is a customised good?

- a) A one off wedding dress made for the occasion
- b) A Holden Commodore
- c) A limited edition Ferrari
- d) A DVD

13. Employers have a duty of care towards employees. Which workplace law does this requirement fall under

- a) WH&S
- b) Anti-discrimination
- c) FWA
- d) Racial discrimination

14. Coke is sold in more than 200 countries throughout the world. What global marketing strategy does coke use

- a) Standardisation
- b) Customisation
- c) Intensification
- d) Extensification

15. A company wants to reposition brand to be prestige. What channel choice should it use

- a) From selective to intensive
- b) From exclusive to selective
- c) From exclusive to intensive
- d) From selective to exclusive

Section II: Short Answers

Question 16:

Simon Theens is the operations manager of a company that produces large quantities of fluffy toys. They have fallen behind their competitors and are not cost leaders.

a) Identity one output and one transformation process required by Toothless Tigers – 2 marks

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b) Differentiation transformed and transforming inputs. Give an example – 4 marks

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c) Recommend a plant layout for the business that would best suit their operations – 4 marks

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