## **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:**

c) Recommend a plant layout for the business that would best suit their operations – 4 marks	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.
c) Recommend a plant layout for the business that would best suit their operations – 4 marks	a) Identity one output and one transformation process required by Toothless Tigers – 2 marks
c) Recommend a plant layout for the business that would best suit their operations – 4 marks	
c) Recommend a plant layout for the business that would best suit their operations – 4 marks	
c) Recommend a plant layout for the business that would best suit their operations – 4 marks	
c) Recommend a plant layout for the business that would best suit their operations – 4 marks	
c) Recommend a plant layout for the business that would best suit their operations – 4 marks	b) Differentiation transformed and transforming inputs. Give an example – 4 marks
c) Recommend a plant layout for the business that would best suit their operations – 4 marks	
c) Recommend a plant layout for the business that would best suit their operations – 4 marks	
c) Recommend a plant layout for the business that would best suit their operations – 4 marks	
c) Recommend a plant layout for the business that would best suit their operations – 4 marks	
c) Recommend a plant layout for the business that would best suit their operations – 4 marks	
	c) Recommend a plant layout for the business that would best suit their operations – 4 marks

### **Question 17:**

One of the best examples in Australia of cost leadership is the budget airline, Bulldog air. The airline operates with extremely low costs meaning they can provide cheap fares. They are now operating across Australia and South Pacific region. Profits have increased each year of operation.

a) Define cost leadership – 2 marks
b) Describe two types of operational costs which would impact on Bulldog Air – 4 marks
c) Explain two ways globalisation can reduce the cost structure of a business – 4 marks

### **Section III: Extended Response**

#### **Question 18**

Smythe Rick Ltd. is a leading retain chain of consumer electronic products in Australia, and has been experiencing a sales decline. He wants advice on:

- Alternative distribution strategies
- Options for supply chain management
- Innovative promotional strategies
- Improved customer relationship strategies

Justify effective marketing and operating strategies that they could implement.

