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Student Number

2013

**Higher School Certificate
Trial Examination**

Business Studies

General Instructions

- Reading time – 5 minutes
- Working time – 3 hours
- Write using black or blue pen
- Board-approved calculators may be used
- Write your Centre Number and Student Number at the top of pages 9, 11, 13, 15 and all writing booklets

Total marks - 100

Section I – Pages 3-8
20 marks

Attempt Questions 1 - 20

Section II – Pages 9-16
40 marks

Attempt Questions 21 - 2

Section III – Pages 17
20 marks

Attempt Question 26 – Compulsory

Section IV – Page 18
20 marks

Attempt Question 27 or Question 28

KNOX GRAMMAR SCHOOL

GUIDE TO USE OF THE MULTIPLE CHOICE ANSWER SHEET

Use the multiple-choice answer sheet.

Select the alternative A, B, C or D that best answers the question. Fill in the response oval completely.

Sample: $2 + 4 =$ (A) 2 (B) 6 (C) 8 (D) 9

A B C D

If you think you have made a mistake, put a cross through the incorrect answer and fill in the new answer.

A B C D

If you change your mind and have crossed out what you consider to be the correct answer, then indicate the correct answer by writing the word **correct** and drawing an arrow as follows.

correct
↑↓
A B C D

Section I

20 marks: Attempt questions 1 - 20

Allow about 35 minutes for this section

Use the multiple choice answer sheet for Questions 1 – 20.

- 1** A business has decided to develop and market a new tablet computer called *Betar B*. Management of the company has calculated the average cost of making each *Betar B* tablet will be \$400. The company has decided to set the price of *Betar B* according to the forces of demand and supply. The price of the new tablet will be around \$600.

Which type of pricing method is this business using?

- (A) Cost pricing
- (B) Market pricing
- (C) Penetration pricing
- (D) Competition pricing

- 2** The operations manager for a toy making company has carefully planned the physical arrangement of all equipment in order to increase the efficiency of the manufacturing process.

What task has the operations manager performed?

- (A) Skills audit
- (B) Task design
- (C) Process layout
- (D) Critical path analysis

- 3** A fitness centre has established a women's only section to cater for the changing demographics in the area.

Which influence on marketing led to the change?

- (A) Economic
- (B) Government
- (C) Psychological
- (D) Sociocultural

- 4 How can a business improve its working capital management?
- (A) By increasing cost centres
 (B) By reducing variable costs
 (C) By leasing rather than buying assets
 (D) By extending credit terms to 60 days
- 5 A manufacturing business has recently changed its marketing strategy to include e-marketing.

What external influences may have led to this?

- (A) Increased staffing costs
 (B) Underperforming retail sales
 (C) The recent employment of a computer expert
 (D) The inability to differentiate its brand from competitors

Use the following information to answer Questions 6 and 7.

Income Statement for Fui Fui Moi Moi Pty Ltd		
	2012	2013
Sales	680,000	770, 000
COGS	140,000	146,000
Gross Profit	?	?
Expenses	130,000	160,000
Net Profit	?	?
Additional information:		
Owners' Equity:	\$700,000 in 2012 and \$720,000 in 2013	
Accounts Receivable:	\$50,000 in 2012 and \$40,000 in 2013	

- 6 What is the return on owner's equity for Fui Fui Moi Moi in 2012 (net profit / total equity)?
- (A) 0.56
 - (B) 0.59
 - (C) 0.64
 - (D) 0.66
- 7 Which statement best describes how the financial position has changed between 2012 and 2013? (accounts receivable turnover ratio = sales / accounts receivable)?
- (A) The accounts receivable turnover ratio and the return on owner's equity have improved
 - (B) The accounts receivable turnover ratio and the return on owner's equity have deteriorated
 - (C) The accounts receivable turnover ratio has deteriorated and the return on owner's equity has improved
 - (D) The accounts receivable turnover ratio has improved and the return on owner's equity has deteriorated
- 8 A fruit juice company sells their product through one supermarket chain in Australia.
- Which of the following best describes the channel choice?
- (A) Exclusive
 - (B) Indirect
 - (C) Intensive
 - (D) Selective
- 9 What is an advantage of debt finance?
- (A) Dividends must be paid back
 - (B) A lower level of gearing
 - (C) Interest repayments are tax deductible
 - (D) Regular payments have to be made

10 Which strategy could an Australian exporter adopt to reduce the risk of non-payment?

- (A) Factoring
- (B) Hedging
- (C) Letter of credit
- (D) Unsecured notes

11 A family run business called ‘*Pykies Bikies*’ is aiming to become incorporated.

Which government body and legislation, respectively, are most relevant to the process of ‘*Pykies Bikies*’ becoming a private company?

- (A) The Australian Competition & Consumer Commission; The Trade Practices Act 1974
- (B) The Australian Securities & Investment Commission; The Corporations Act 2001
- (C) The Australian Prudential Regulation Authority; The ACCC Act 2010
- (D) Fair Work Australia; Fair Work Act 2009

12 A cheese maker has a team of people that personally inspect all cheese at various points before it is sold.

Which of the following best describes this process?

- (A) Quality standards certification
- (B) Quality improvement
- (C) Quality assurance
- (D) Quality control

13 Which elements have been added to the marketing mix because of the expansion of the services sector in the economy?

- (A) People, processes and physical evidence
- (B) Processes, physical evidence, positioning
- (C) Physical evidence, product and people
- (D) Product, people and packaging

Use the following information to answer Questions 14 and 15.

Selected cash information for Chris's Corner Store

Item	February	March	April	May
Cash sales	\$10000	\$10000	\$10000	\$18000
Cash expenses	\$9000	\$12500	\$6000	\$10000

- 14** What is the closing cash balance at the end of May? (assuming a cash balance of zero at the start of February).
- (A) -\$11500
 - (B) -\$6500
 - (C) \$20500
 - (D) \$10500
- 15** Which strategy could Chris's Corner Store have adopted to improve the cash flow in March?
- (A) Pay all the expenses in February
 - (B) Delay paying debtors on time
 - (C) Collect receivables quarterly
 - (D) Obtain an overdraft
- 16** A Gantt chart is best described as:
- (A) A type of pie chart that aims to show scheduled work over a period of time
 - (B) A scheduling method that aims to show completed work over a period of time
 - (C) A type of bar chart that shows the scheduled and completed work over a period of time
 - (D) A chart showing the length of time and the volume produced over a period of time
- 17** Billy Ho has been recruited to work for a small accounting firm. He has negotiated a salary of \$150,000 plus superannuation and company car.
- Which of the following employment arrangement is likely to be used by Mr Ho?
- (A) Single-enterprise agreement
 - (B) Collective agreement
 - (C) Modern award
 - (D) Common law contract

- 18** A global seller of petrol is attempting to develop a more efficient Supply Chain Management (SCM) system. The company is achieving this by purchasing several companies that drill for oil, extract oil and refine oil into petrol.

This process is best known as:

- (A) Backward horizontal integration
 - (B) Backward vertical integration
 - (C) Forward horizontal integration
 - (D) Forward vertical integration
- 19** Which of the following statements is most accurate in relation to trade unions in Australia?
- (A) The ACTU is the main representative for manufacturing workers
 - (B) Trade unions have increased their membership in recent decades
 - (C) Trade unions are able to represent workers in enterprise bargaining
 - (D) Trade unions can negotiate on behalf of individual finance workers
- 20** A woman from a Non-English background (NESB) is employed in a factory south of Sydney. She does not enjoy going to work and has few friends at the factory. Her team works in an area which regularly has slippery floors.

The most relevant legal issue for the above scenario relates to:

- (A) Occupational Health & Safety
- (B) Discrimination
- (C) Equal employment opportunity
- (D) Enterprise bargaining

End of Section I

Section II

Student Number

40 marks

Attempt Questions 21–24 Allow about 1 hour and 15 minutes for this section

Answer the questions in the spaces provided

Question 21 (8 marks)

Marks

- (a) How can outsourcing human resource functions help a business improve its profitability?
Support your answer with ONE relevant example.

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- (b) Outline ONE method of resolving a workplace dispute.

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Question 21 continues on the next page

Question 21 (continued)

Marks

- (c) Examine ONE advantage of a diverse, culturally competent workforce for a global business.

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Student Number

Question 22 (12 marks)

Marks

TMAC Pty Ltd is a company that makes chocolate for the wholesale chocolate market. They are aiming to diversify into the retail/consumer chocolate bar market in Australia. This market is highly competitive.

(a) Describe ONE way in which ethics could influence TMAC Pty Ltd's marketing function. **2**

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(b) To what extent will consumer laws influence TMAC Pty Ltd's promotional strategy for their new chocolate bar? **2**

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(c) Why should there be a relationship between TMAC Pty Ltd's marketing planning process and their finance budgeting process? **2**

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Question 22 continues on the next page

Question 22 (continued)

Marks

TMAC Pty Ltd has decided to develop a chocolate bar that will be positioned as a premium product.

(c) Explain how the following marketing strategy(ies) could be used by TMAC Pty Ltd to achieve their positioning goal.

(i) ONE product strategy

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(ii) ONE pricing strategy

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Student Number

Question 23 (10 marks)

Marks

SEED Ltd, a global IT company, has set-up operations in Australia. SEED Ltd produces computer software for the Asia-Pacific region and delivers training programs for customers in various forms, including on-line.

- (a) How will the effective use of task design and process layout assist SEED Pty Ltd to develop a competitive advantage? **2**

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- (b) How important is customer service in allowing SEED Pty Ltd to produce quality outputs? **2**

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Question 23 is continued on the next page

Question 23 (continued)

Marks

(b) Why does SEED Ltd need to balance cost and quality when implementing their operations strategy in a global market?

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Student Number

Question 24 (10 marks)

Marks

Fui Fui Muscle Up produces and sells fitness equipment in Australia. They are the Number 1 choice for fitness professionals and most gymnasiums. *Fui Fui Muscle Up* is aiming to expand their operations, including selling their products offshore. They require \$20 million to achieve their plans.

(a) Why is the global economic outlook an important financial consideration for *Fui Fui Muscle Up*?

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(b) Outline TWO external sources of finance that could match the expansion plans of *Fui Fui Muscle Up*?

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Question 24 is continued on the next page

Question 24 (continued)

Marks

(c) Analyse ONE global financial management strategy *Fui Fui Muscle Up* could use in order to reduce the risks of selling their fitness equipment into the global market place.

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End of Section II

Section III – Compulsory Business Report

Question 26 (20 marks)

Answer the question in a separate writing booklet. Extra writing booklets are available.

In your answer you will be assessed on how well you:

- demonstrate knowledge and understanding relevant to the question
 - apply the hypothetical business situation
 - communicate using relevant business terminology and concepts
 - present a sustained, logical and cohesive report in the form of a business report
-

Question 26

SWENSEN Matches produce fire lighting matches of various sizes and quantities (in boxes). 150 people are employed in total in Victoria, with 95 people working in the main factory and 55 in Head Office. SWENSEN Matches are facing increased costs of production in Australia and strong competition from manufacturers in South-East Asia. Additionally, inventory management and distribution channels are being poorly handled.

Wholesale customers are starting to switch to alternative brands. With this, SWENSEN Matches has dropped from being the most profitable company in the Australian market to being ranked outside the top 5. Further, there are changing legal and environmental compliance issues that need to be addressed in the next 12-18 months.

New production methods are being considered by management. Already this has been met with anger from many of the staff who work at the factory. Most of these workers have been accustomed to the existing processes and fear the loss of their jobs.

You have been employed by SWENSEN Matches to produce a report for management in response to the issues detailed above.

In the form of a business report:

Outline the influences on operations AND propose and justify relevant strategies for operations and marketing that will assist SWENSEN Matches to regain its position as one of the most profitable companies in the market.

Section IV – Extended Response

Attempt Question 27 OR Question 28 (20 marks)

Allow about 35 minutes for this section

Answer the question in a SEPARATE writing booklet. Extra writing booklets are available

In your answer you will be assessed on how well you:

- demonstrate knowledge and understanding relevant to the question
 - apply relevant business case study(ies) and contemporary business issues
 - communicate using relevant business terminology and concepts
 - present a sustained, logical and cohesive response
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Question 27 (20 marks)

How can understanding the financial management influences of *government* and the *global market* help a business achieve its objectives?

OR

Question 28 (20 marks)

How can understanding the importance of *corporate social responsibility* in the management of human resources help a business achieve its objectives?

End of Paper



Trial Examination Marking Criteria 2013

HSC Business Studies

Section I – Multiple Choice

Question	Answer	Question	Answer
1	B	11	B
2	C	12	D
3	D	13	A
4	C	14	D
5	B	15	D
6	B	16	C
7	A	17	D
8	D	18	B
9	C	19	C
10	C	20	A

Section II**Student Number****Question 21**

- (a) How can outsourcing human resource functions help a business improve its profitability?
Support your answer with ONE relevant example.

Marking Criteria	Marks
Clearly understanding the process (steps) by which outsourcing HR functions can help a business improve its profitability (cause-effect)	2
Sound understanding of the process	1

Answers could include:

Reduce costs, Focus on core activities, Improve quality, Increase speed to market, Foster innovation, Conserve capital

- (b) Outline ONE method of resolving a workplace dispute.

Marking Criteria	Marks
Provides a clear sketch in general terms of ONE method of resolving a workplace dispute	2
Basic sketch in general terms of ONE method	1

Answers could include:

Negotiation, Mediation, Grievance procedures, Involvement of courts and tribunals

- (c) Examine ONE advantage of a diverse, culturally competent workforce for a global business.

Marking Criteria	Marks
Provides a clear and accurate inquire into ONE advantage	4
Provides a sound inquire into ONE advantage	3
Provides a limited inquire into ONE advantage OR a clear outline	2
Provides a poor inquire into ONE advantage OR a limited outline	1

Answers could include:

Creativity increases, Productivity increases, New attitudes introduced, Language skills developed

New Processes introduced, Increased ability to attract and retain talent, Help to build synergy in teams and enhance communication skills

Student Number

Question 22 (12 marks)

(a) Describe ONE way in which ethics could influence TMAC Pty Ltd's marketing function.

Marking Criteria	Marks
Clearly and concisely provides the key features and characteristics of ONE way ethics could influence the marketing function.	2
Provides a basic description OR clear outline. N.B. No mark for identifying ONE way.	1

Answers could include:

Considers impact of truth, accuracy and good taste in advertising, products that may damage health, engaging in fair competition or sugging on the marketing function.

(b) To what extent will consumer laws influence TMAC Pty Ltd's promotional strategy for their new chocolate bar?

Marking Criteria	Marks
Provides a clear judgement to the extent by which consumers laws will influence TMAC's Pty Ltd's promotional strategy for their new chocolate bar	2
Provides a basic description OR clear outline of the extent N.B. No mark for identifying ONE way	1

Answers could include:

Considers impact of ACL, Competition and Consumer Act, deceptive and misleading advertising, price discrimination on the development of promotional strategy for TMAC.

(c) Why should there be a relationship between TMAC Pty Ltd's marketing planning process and their finance budgeting process?

Marking Criteria	Marks
Provides clear reasons for why there should be a relationship	2
Provides sound reasons for why there should be a relationship	1

Answers could include:

Considers interdependence between marketing planning process (situational analysis – SWOT, product life cycle, market research, establishing market objectives, identifying target markets, developing marketing strategies, implementation, monitoring and controlling – developing a financial forecast; comparing actual and planned results, revising the marketing strategy) and finance budget process for TMAC.

Question 23 (continued)

(d) Explain how the following marketing strategy(ies) could be used by TMAC Pty Ltd to achieve their positioning goal.

(i)

ONE product strategy

Marking Criteria	Marks
Provides a clear cause-effect (or how/why) of how ONE product strategy could be used to achieve the positioning goal	3
Provides a sound cause-effect (or how/why) of how ONE product strategy could be used to achieve the positioning goal	2
Provides a limited cause-effect (or how/why) or how ONE product strategy OR clear outline	1

Answers could include: Packaging, branding, product differentiation.

(ii) ONE pricing strategy

Marking Criteria	Marks
Provides a clear cause-effect (or how/why) of how ONE pricing strategy could be used to achieve the positioning goal	3
Provides a sound cause-effect (or how/why) of how ONE pricing strategy could be used to achieve the positioning goal	2
Provides a limited cause-effect (or how/why) of how ONE pricing strategy OR clear outline	1

Answers could include: market skimming strategy.

Student Number:

Question 23 (8 marks)

(a) How will the effective use of task design and process layout assist SEED Pty Ltd to develop a competitive advantage?

Marking Criteria	Marks
Provides a clear process (or cause-effect) of how the effective use of task design and process layout assist SEED Pty Ltd to develop a competitive advantage	2
Provides a sound process	1

Answers could include:

- Reference to both task design and process layout theory- definitions embedded in the response.
- Sufficient reasoning on HOW they develop competitive advantage such as: task design making it clear what employee's roles are, allowing them to complete tasks with great efficiency and clarity. Or process layout, grouping the functions together for SEED would create efficiencies and minimise costs.

(b) How important is customer service in allowing SEED Pty Ltd to produce quality outputs?

Marking Criteria	Marks
Provides a clear judgement as to the importance of customer service in allowing SEED PTY LTD to produce quality outputs	2
Provides a sound judgement as to the importance of customer service	1

Answers could include:

- Specific reference to the importance of customer service.
- The 'product' that SEED is providing is a service, thus customer service is a core element of the product on offer. As it is a tech company, offering training is essential.
- The question must respond to how it produces quality outputs- for example acting on feedback given during the customer service experience will allow SEED to increase the quality of the output in response to customers' requests.

- (c) Why does SEED Ltd need to balance cost and quality when implementing their operations strategy in a global market?

Marking Criteria	Marks
Provides a clear understanding as to why (reasons for) SEED Ltd needs to balance cost and quality when implementing their operations strategy in a global market	5-6
Provides a sound understanding	3-4
Provides a limited understanding	1-2

Answers could include:

- Theory from the syllabus on Operations Strategies such as Technology, supply chain management, outsourcing, performance objectives, each applied to SEED.
- Recognition that the strategies have to apply to the global market, best responses will refer to global factors for this component, specifically global sourcing for inputs and economies of scale.
- This theory is used to give reasons why cost and quality need to balance- theory on cost/quality interaction.
- For example, using outsourcing will decrease costs by effectively exploiting low cost labour in off-shore countries, however this needs to be balanced with the output being produced and whether such an operations strategies will compromise the reputation of SEED, which is significant in the global market.... etc.

Question 24 (10 marks)

(a) Why is the global economic outlook an important financial consideration for *Fui Fui Muscle Up*?

Marking Criteria	Marks
Provides clear reasons(s) as to why the global economic outlook is an important financial consideration for <i>Fui Fui Muscle Up</i>	2
Provides sound reason(s) as to why	1

Answers could include:

- Specific reference to theory related to global economic outlook, such as the economic cycle, employment, access to funds, changes in consumer demand, exchange rates/currency fluctuations, interest rates etc.
- The reasons why the above theory is important to *FuiFui*, including enabling global growth, successful expansion, efficient use of resources timed to fit the best global conditions, profits in the global market.

(b) Outline TWO external sources of finance that could match the expansion plans of *Fui Fui Muscle Up*?

Marking Criteria	Marks
Provides a clear sketch in general terms of TWO external sources of finance (that match plans)	3-4
Provides a limited sketch in general terms of TWO external sources of finance (that match plans) OR A clear sketch in general terms of ONE external source of finance and an incorrect or inappropriate second source of finance	1-2

Answers could include:

- Correct external sources included a long-term loan, specifically for debt a mortgage, debentures, equity in the form of a new share issue, unsecured notes, leasing.
- Short term funding options were not accepted, including overdraft, as they are not appropriate to *Fui's* expansion plans. Must apply the theory to the stimulus.
- Each source had to be outlined, not listed, with sufficient detail on what the source of funding is to be awarded full marks.

(c) Analyse ONE global financial management strategy *Fui Fui Muscle Up* could use in order to reduce the risks of selling their fitness equipment into the global market place.

Marking Criteria	Marks
Provides a clear understanding of the relationship between and implications of ONE appropriate global financial management strategy	3-4
Provides a limited understanding of ONE global financial management strategy OR A clear outline of ONE global financial management strategy	1-2

Answers could include:

- Best responses looked at the relationship of the financial management strategy to reducing risks for *Fui*- that is applied to selling fitness equipment globally.
- Specific financial management strategies include methods of international payment, hedging and derivatives. Theory on what the strategy is (definitions) would enhance all responses.
- In an analyse question, the implications of the strategy in reducing global risk had to be clear. For example, the use of 'payment in advance' would prevent non-payment from importers. Further, derivatives could be used by *Fui* to control currency fluctuations and potential losses when drawing up contracts and selling/exporting to the global market.

Question 25 – Business Report

Outline the influences on operations AND propose and justify strategies for operations and marketing that will assist SWENSEN Matches to regain its position as one of the most profitable companies in the market.

Marking Criteria	Marks
<ul style="list-style-type: none"> • Presents a sustained, logical and cohesive business report using relevant business terminology and concepts • Makes effective use of the information provided, demonstrating extensive knowledge and understanding relevant to the question • Clearly sketches in general terms the influences on operations for SWENSEN Matches • Clearly and thoroughly proposes and justifies strategies for operations that will assist SWENSEN Matches to regain its position as one of the most profitable companies in the market. • Clearly and thoroughly proposes and justifies strategies for marketing that will assist SWENSEN Matches to regain its position as one of the most profitable companies in the market. 	17-20
<ul style="list-style-type: none"> • Presents a logical and cohesive business report and uses relevant business terminology and concepts • Makes some use of the information provided, demonstrating knowledge and understanding of the question • Sketches in general terms the influences on operations for SWENSEN Matches • Clearly proposes and justifies strategies for operations that will assist SWENSEN Matches to regain its position as one of the most profitable companies in the market. • Clearly proposes and justifies strategies for marketing that will assist SWENSEN Matches to regain its position as one of the most profitable companies in the market. 	13-16
<ul style="list-style-type: none"> • Presents a logical business report and uses some business terminology and concepts • Makes basic use of the information provided, demonstrating knowledge of the question • Basic sketches in general terms the influences on operations for SWENSEN Matches • Soundly proposes and justifies strategies for operations that will assist SWENSEN Matches to regain its position as one of the most profitable companies in the market. • Soundly proposes and justifies strategies for marketing that will assist SWENSEN Matches to regain its position as one of the most profitable companies in the market. 	9-12
<ul style="list-style-type: none"> • Includes some features of a business report and uses little business terminology and concepts • Makes poor use of the information provided • Limited sketch in general terms the influences on operations for SWENSEN Matches • Limited proposal OR clear outline of few strategies for operations and marketing that will assist SWENSEN Matches to regain its position as one of the most profitable companies in the market. • Limited proposal OR clear outlines of few strategies for marketing that will assist SWENSEN Matches to regain its position as one of the most profitable companies in the market. 	5-8
<ul style="list-style-type: none"> • Uses basic terminology • Makes some reference to influences and/or strategies for operations and marketing 	1-4

Question 25 – Business Report

Outline the influences on operations AND propose and justify strategies for operations and marketing that will assist SWENSEN Matches to regain its position as one of the most profitable companies in the market.

Answers could include:

operations influences • globalisation, technology, quality expectations, cost-based competition, government policies, legal regulation, environmental sustainability • corporate social responsibility – the difference between legal compliance and ethical responsibility – environmental sustainability and social responsibility

operations strategies • performance objectives – quality, speed, dependability, flexibility, customisation, cost • new product or service design and development • supply chain management – logistics, e-commerce, global sourcing • outsourcing – advantages and disadvantages • technology – leading edge, established • inventory management – advantages and disadvantages of holding stock, LIFO (last-in-first-out), FIFO (first-in-first-out), JIT (just-in-time) • quality management – control – assurance – improvement • overcoming resistance to change – financial costs, purchasing new equipment, redundancy payments, retraining, reorganising plant layout, inertia • global factors – global sourcing, economies of scale, scanning and learning, research and development

marketing strategies • market segmentation, product/service differentiation and positioning • products – goods and/or services – branding – packaging • price including pricing methods – cost, market, competition-based – pricing strategies – skimming, penetration, loss leaders, price points – price and quality interaction • promotion – elements of the promotion mix – advertising, personal selling and relationship marketing, sales promotions, publicity and public relations – the communication process – opinion leaders, word of mouth • place/distribution – distribution channels – channel choice – intensive, selective, exclusive – physical distribution issues – transport, warehousing, inventory • people, processes and physical evidence • e-marketing • global marketing – global branding – standardisation – customisation – global pricing – competitive positioning

Question 27:

How can understanding the financial management influences of *government* and the *global market* help a business achieve its objectives?

Marking Criteria	Marks
<ul style="list-style-type: none">• Demonstrates comprehensive knowledge and understanding related to the question, applying relevant terminology, concepts and business case study/studies/contemporary business issues• Presents a sustained, logical and cohesive response to the question• Provides a clear and thorough understanding of how the financial management influences of <i>government</i> and the <i>global market</i> help a business achieve its objectives	17-20
<ul style="list-style-type: none">• Demonstrates knowledge and understanding related to the question, using relevant terminology, concepts and business case study/studies/contemporary business issues• Presents a logical and cohesive response• Provides a clear understanding of how the financial management influences of <i>government</i> and the <i>global market</i> help a business achieve its objectives	13-16
<ul style="list-style-type: none">• Demonstrates generalised knowledge related to the question, using some relevant terminology, concepts and business case study/studies//contemporary business issues• Presents a logical response with sound structure• Provides a sound understanding of how the financial management influences of <i>government</i> and the <i>global market</i> help a business achieve some objectives	9-12
<ul style="list-style-type: none">• Demonstrates limited knowledge related to the question, using some business terminology and concepts, with little use of case studies or contemporary issues• Presents a limited response, with poor structure• Presents a limited understanding (and/or outlines) of how the management influences of <i>government</i> and the <i>global market</i> help a business achieves few objectives	5-8
<ul style="list-style-type: none">• Uses little relevant terminology, with poor structure• Provides little relevant business information and/or case studies/contemporary	1-4

Feedback:

Answers could include:

Objectives: A business may have a variety of potential objectives which may be complimentary or conflicting. They include-profit maximization, Growth maximization, social/ethical concerns, corporate image, stakeholder wellbeing, survival

Financial Influence of government: Australian Securities and Investments commission (ASIC), company taxation.

Global market influences: Economic outlook, availability of funds, interest rates

Question 28:

How can understanding the importance of *corporate social responsibility* in the management of human resources help a business achieve its objectives?

Marking Criteria	Marks
<ul style="list-style-type: none"> • Demonstrates comprehensive knowledge and understanding related to the question, applying relevant terminology, concepts and business case study/studies/contemporary business issues • Presents a sustained, logical and cohesive response to the question • A clear and thorough provision of how understanding the importance of <i>corporate social responsibility</i> in the management of human resources help a business achieve its objectives 	17-20
<ul style="list-style-type: none"> • Demonstrates knowledge and understanding related to the question, using relevant terminology, concepts and business case study/studies/contemporary business issues • Presents a logical and cohesive response • A clear provision of how understanding the importance of <i>corporate social responsibility</i> in the management of human resources help a business achieve its objectives 	13-16
<ul style="list-style-type: none"> • Demonstrates generalised knowledge related to the question, using some relevant terminology, concepts and business case study/studies//contemporary business issues • Presents a logical response with sound structure • A sound provision of of how understanding the importance of <i>corporate social responsibility</i> in the management of human resources help a business achieve some objectives 	9-12
<ul style="list-style-type: none"> • Demonstrates limited knowledge related to the question, using some business terminology and concepts, with little use of case studies or contemporary issues • Presents a limited response, with poor structure • A limited provision of how understanding the importance of <i>corporate social responsibility</i> in the management of human resources help a business achieve few objectives OR a clear outline 	5-8
<ul style="list-style-type: none"> • Uses little relevant terminology, with poor structure • Provides little relevant business information and/or case studies/contemporary business issues 	1-4

Feedback:

Answers could include:

Objectives: A business may have a variety of potential objectives which may be complimentary or conflicting. They include-profit maximization, Growth maximization, social/ethical concerns, corporate image, stakeholder wellbeing, survival

Corporate Social Responsibility (CSR)-Refers to open and accountable business actions based on respect for people, community/society and the broader environment. It involves businesses doing more than just complying with the laws and regulations

Beneficial outcomes to business include:

- Increasing employees sense of commitment to and identification with their employer
- It enhances image employees have of employer
- Reduces attrition levels
- Enhances employees self-esteem and emotional well being
- Helps employers attract and maintain staff
- Enhances employee motivation-less reliance on monetary rewards
- Maintains employee engagement-engaged employees are happier and more productive
- Enhances employee skill levels
- Enhances community support
- Positive image of business-marketing opportunities
- Legal compliance, fines, claims and OHS costs reduced
- Business performance improves
- Self-motivation enhanced