



Student Name: _____

BUSINESS MANAGEMENT UNITS 3&4

2022 Written Trial Examination

Reading time: 15 minutes

Writing time: 2 hours

QUESTION AND ANSWER BOOK

Structure of Book

<i>Section</i>	<i>Number of Questions</i>	<i>Number of Questions to be answered</i>	<i>Number of Marks</i>
A	5	5	50
B	6	6	25
			Total: 75

- Students are to write in blue or black pen.
- Students are permitted to bring into the examination room: pens, pencils, highlighters, erasers, sharpeners and rulers.
- Students are NOT permitted to bring into the examination room: blank sheets of paper and/or correction fluid tape.
- No calculator is allowed in this examination.

Materials supplied

- Question and answer book of 21 pages
- Additional space is available at the end of the book if you need extra paper to complete an answer

Instructions

- Write your **student name** in the space provided on this page
- All written responses must be in English

Students are NOT permitted to bring mobile phones and/or any other unauthorised electronic devices into the examination room.

Question 4 (14 marks)

Untitled is a global business originating in Denmark, which specialises in the sale of ready-to-assemble designer furniture. In 2015, the retailer decided to begin operating within Australia, opening multiple factories and warehouses across the country and employing a total of 6,000 people by 2017.

Over the last few years amidst the COVID-19 pandemic, *Untitled* has faced allegations of mistreating their employees – they have been accused of underpaying employees and discouraging employees from taking breaks. On top of this, there have also been several allegations of unfair dismissal following industry-wide financial difficulties related to the pandemic. This has been common amongst other Australian furniture retailers. These circumstances have sparked significant tension between *Untitled’s* management and employees, leading to several workforce strikes which have made national news.

- a. Explain the roles of the Fair Work Commission and Unions in the dispute between *Untitled* and their employees.

6 marks

SECTION B – Case Study

Instructions for Section B

Use the case study provided to answer the questions in this section. Answers must apply to the case study. Answer **all** questions in the spaces provided.

Case Study

Fishous Rumours Pty Ltd produces sushi-related products and sources their inputs globally. They have been operating for 15 years with low levels of staff turnover of the 30 staff employed. After being adversely affected by COVID-19 related impacts in 2020, the manager Tony decided to change suppliers to local fishmongers and won a quality award voted by customers. This caught the attention of Fronk Supermarket. Fishous Rumours now supply Fronk Supermarket with fresh sushi across their Melbourne stores.

Fishous Rumours have recently had discussions with the National Manager of Fronk Supermarket to expand their service nationwide to all their supermarkets. The locations of these supermarkets are represented in Figure 1. To meet this new demand, Tony is considering whether to remain with local Melbourne suppliers or seek new opportunities domestically and overseas.

Servicing Fronk Supermarket's national stores would likely require Tony to move into a larger factory for production. This would involve purchasing a large factory space with an automated assembly line. The Australian Worker's Union (AWU) has been made aware of this plan and is considering its options for its members.

A map of Fronk Supermarket's national stores and their distances from Melbourne

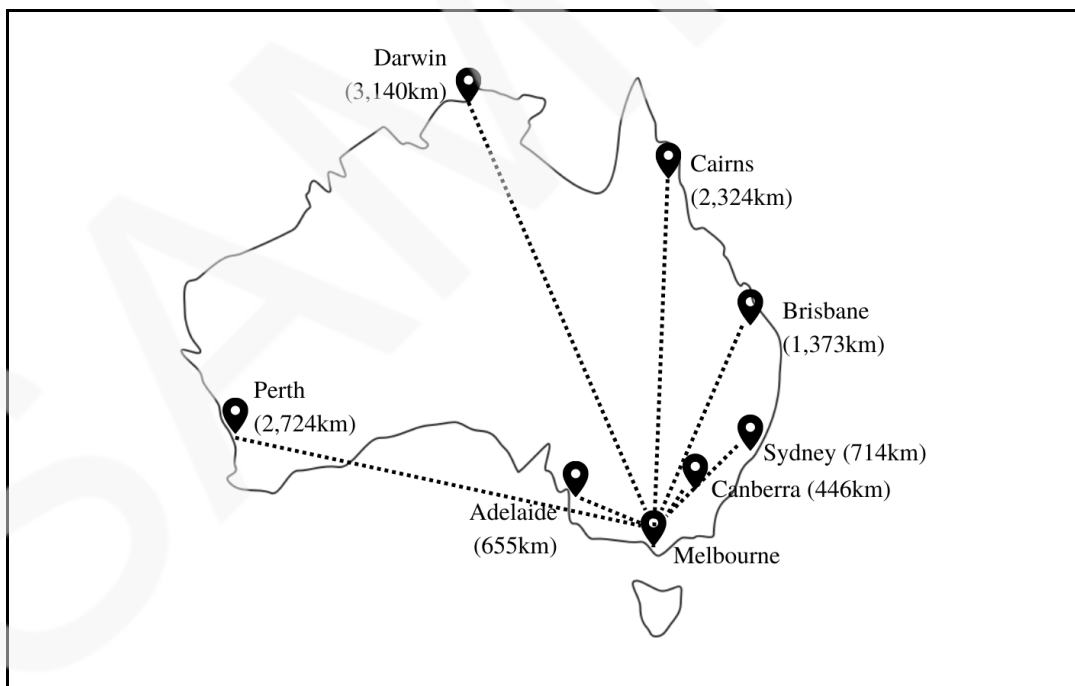


Figure 1

Table 1. Net Profit Figures and Percentage of Market Share (2018-2021)

Year	Net Profit Figures	Percentage of Market Share
2018	\$234,780	3.2%
2019	\$280,563	3.6%
2020	\$75,902	5.1%
2021	\$494,988	9.5%

Question 1 (6 marks)

- a. With reference to **one** characteristic, outline the type of business of Fishous Rumours. 2 marks

- b. Compare the business structure identified in **part a)** with a public listed company. 4 marks

Question 2 (3 marks)

Describe how Tony can use the area of management of sales and marketing to promote Fishous Rumours' commitment to being a corporate socially responsible business.
