



## BUSINESS MANAGEMENT 2020 Trial Written Examination

**Reading time: 15 minutes**

**Writing time: 2 hours**

### QUESTION 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	6	6	50
B	5	5	25
			Total 75

- Students are to write in blue or black pen.
- Students are permitted to bring into the exam 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 & answer book of 24 pages
- Additional space is available at the end of the book if you need extra paper to complete an answer.

#### Instructions

- Write your **student number** in the space provided on the front cover of the answer book.
- 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.**





**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.

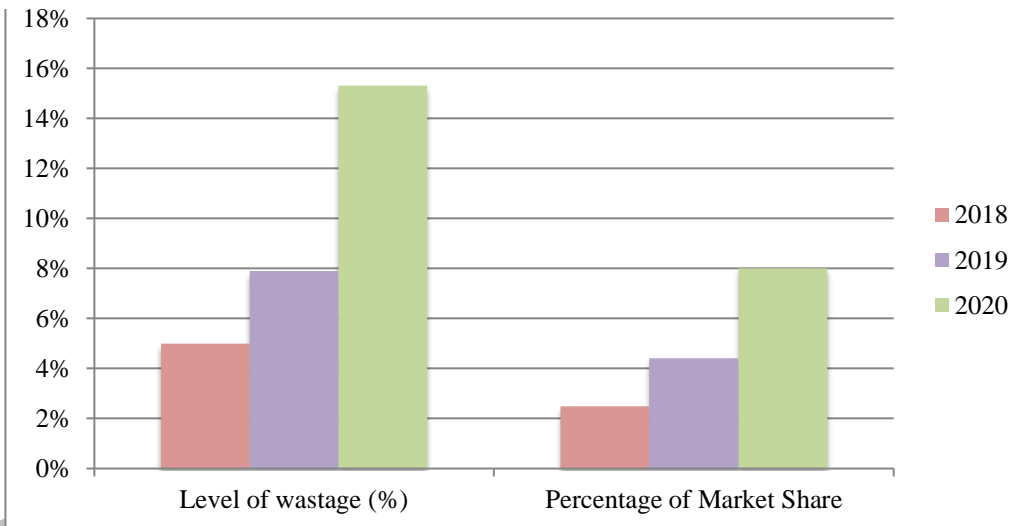
**Case Study**

Candlelit Dreams is an Australian manufacturing business which specializes in using high-quality, locally-sourced ingredients to manufacture personalized candles. Candlelit Dreams allows customers to create their own custom-scented candles that are ordered exclusively online.

Over the last year, demand for the candles has increased significantly due to a heavy social media campaign promoting their commitment to socially responsible production methods. CEO Amanda Rhyan is exploring ways to speed up production without compromising the high quality of the candles.

Recently, Amanda has been concerned about higher levels of wastage due to the increased candle production from growing customer demand. She is worried that if the business does not decrease their level of wastage, Candlelit Dreams’ reputation as a socially responsible business will be damaged.

**Candlelit Dreams Performance Metrics**



**Question 1** (2 marks)

Define lean management.

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2 marks

SAMPLE

