

# VCE VET Business

## Written examination – End of year

### Examination specifications

#### Overall conditions

The examination will be undertaken at a time and date to be set annually by the Victorian Curriculum and Assessment Authority (VCAA). VCAA examination rules will apply. Details of these rules are published annually in the *VCE and VCAL Administrative Handbook*.

There will be 15 minutes reading time and 1 hour and 30 minutes writing time.

The examination will be assessed by a panel appointed by the VCAA.

The examination will contribute 34 per cent to the study score.

#### Content

The VCE VET Business examination will be based on the five compulsory units of competency from Units 3 and 4.

BSBCUS301B	Deliver and monitor a service to customers	Release 1	35 hours
BSBINM301A	Organise workplace information	Release 1	30 hours
BSBITU306A	Design and produce business documents	Release 1	80 hours
BSBPRO301A	Recommend products and services	Release 1	20 hours
BSBWOR301B	Organise personal work priorities and development	Release 1	30 hours

The weighting of marks on the examination will approximately reflect the proportion of nominal delivery hours of each unit of competency that is examinable in this program.

The examination will focus on the essential knowledge and an understanding of the essential skills as outlined in the elements and performance criteria of the relevant units of competency.

#### Format

The examination will be in the form of a question and answer book.

The examination will consist of two sections.

**Section A** will consist of 20 multiple-choice questions worth 1 mark each and will be worth a total of 20 marks.

**Section B** will consist of short-answer, multiple-part and extended-response questions. Short scenarios and stimulus material may be provided. This section will be worth a total of 80 marks.

The total marks for the examination will be 100.

Answers to Section A are to be recorded on the answer sheet provided for multiple-choice questions.

Answers to Section B are to be recorded in the spaces provided in the question and answer book.

## Relevant references

The following publications should be referred to in relation to the VCE VET Business examination:

- *VCE VET Business Program Booklet* (published October 2008) and replacement pages 5–6 in *Program Summary: Revised program structure for VCE VET Business* (published December 2013)
- *VCE VET Assessment Guide* (published February 2010)
- *VCAA Bulletin VCE, VCAL and VET*

Previous Examination Reports may also contain helpful advice.

## Advice

The following sample questions provide an indication of the types of questions that teachers and students can expect.

The sample questions relate to the new units **BSBCUS301B Deliver and monitor a service to customers** and **BSBPRO301A Recommend products and services**. Teachers and students should refer to past examination papers for examples of the examination format.

Answers to multiple-choice questions are provided on page 8.

Answers to other questions are not provided.

## Sample questions

### SECTION A – Multiple-choice questions

#### Question 1

A document that outlines the standard required when staff provide service to customers is known as a

- A. customer-service charter.
- B. client-satisfaction survey.
- C. quality-assurance policy.
- D. technical manual.

#### Question 2

Dear Book Club member

Money owing to you from the sale of your books at today's second-hand book sale can be:

- deducted from next year's membership fees
- credited directly into your bank account \_\_\_\_/\_\_\_\_/\_\_\_\_/\_\_\_\_

The offer above is an example of a

- A. refund.
- B. reimbursement.
- C. payment option.
- D. payment package.

#### Question 3

If you are unsure about your company's approach to handling customer complaints, you should

- A. search the internet.
- B. use your own judgement.
- C. consult the company's policy.
- D. tell the customer you are sorry, but you cannot help them.

#### Question 4

An electronics company is operating in a highly specialised market with specific needs.

This type of market is known as

- A. a stock market.
- B. a niche market.
- C. a money market.
- D. an emerging market.

### Question 5

When selling products and services to customers, you should

- A. advise them of any complementary products, services or information that enhance their purchase.
- B. sell them only what they have agreed to purchase as customers do not like pushy salespeople.
- C. get them in, help them and get them out quickly so you can attend to the next customer.
- D. never let them go without finalising a sale.

### Question 6

Having excellent product knowledge will help you to

- A. sell older stock.
- B. speed up the stocktake process.
- C. impress the customer with your ability.
- D. match a product to the customer's needs.

### Question 7

Providing a customer with a service that best meets their needs, rather than the service for a commission, is an example of

- A. privacy laws.
- B. ethical practices.
- C. anti-discrimination legislation.
- D. occupational health and safety laws.

### Question 8

You have just advised a customer of the benefits of a home-office printer and mentioned the current promotion on ink cartridges.

This is an example of offering

- A. a historical product.
- B. an emerging product.
- C. a competitor's product.
- D. a complementary product.

### Question 9

What is the name of the Act that sets out compulsory standards for product and consumer safety?

- A. *Competition and Consumer Act 2010*
- B. *Occupational Health and Safety Act 2004*
- C. *Victorian Freedom of Information Act 1982*
- D. *Australian Consumer Law and Fair Trading Act 2012*

### Question 10

A client management system

- A. helps to maintain accurate customer data.
- B. gives details of the company's mission statement.
- C. manages the various company policies and procedures.
- D. provides clients with details of the company's products.

## SECTION B

### Question 1 (2 marks)

List **two** ways in which a company can provide customers with high-quality service.

---

---

### Question 2 (3 marks)

a. What is the purpose of market research?

1 mark

---

b. How can a focus group assist in the development of a product?

2 marks

---

---

### Question 3 (4 marks)

You have been asked to evaluate customer satisfaction for your company. You need to base your findings on verifiable evidence.

Provide two examples of sources of verifiable evidence and indicate what this evidence tells you. One example is provided.

	Source of verifiable evidence	What this evidence tells you
	customer-satisfaction survey	provides both quantitative and qualitative information on levels of satisfaction
1.		
2.		

**Question 4** (4 marks)

For each customer complaint listed below, recommend a customer-focused solution.

Customer complaint	Customer-focused solution
The invoices issued to the customer include incorrect prices.	
The customer is unhappy about the rude behaviour of a customer-service officer.	
The customer has received damaged goods.	
The customer has not received their goods within the specified delivery time.	

**Question 5** (6 marks)

A popular social media network invites users to complete an online questionnaire about the privacy settings on their photos and updates.

- a. Suggest **two** reasons for the network owners obtaining this feedback from their users. 2 marks

---

---

- b. Is an online survey an effective way to communicate with customers and assess their needs? Provide reasons for your response. 4 marks

---

---

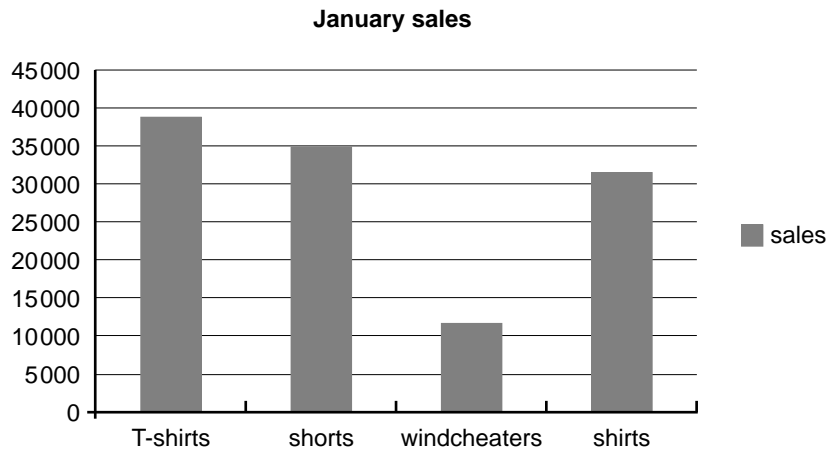
---

---

---

**Question 6** (6 marks)

You work for EJLS Clothing Company, a popular clothing store in a local suburb.



- a. Suggest **two** reasons why windcheaters would have the lowest sales. 2 marks

---

---

- b. What are **two** other conclusions you can make from the data on sales? 2 marks

---

---

- c. Suggest **two** sources of product information that may assist the owners of EJLS Clothing Company to identify new products to sell in the store. 2 marks

---

---

## Answers to multiple-choice questions

Question	Answer
1	A
2	C
3	C
4	B
5	A
6	D
7	B
8	D
9	A
10	A