



Victorian Certificate of Education 2013

SUPERVISOR TO ATTACH PROCESSING LABEL HERE

STUDENT NUMBER

Figures

Words

Letter

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INDUSTRY AND ENTERPRISE

Written examination

Friday 15 November 2013

Reading time: 3.00 pm to 3.15 pm (15 minutes)

Writing time: 3.15 pm to 5.15 pm (2 hours)

QUESTION AND ANSWER BOOK

Structure of book

<i>Number of questions</i>	<i>Number of questions to be answered</i>	<i>Number of marks</i>
7	7	70

- 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 white out liquid/tape.
- No calculator is allowed in this examination.

Materials supplied

- Question and answer book of 20 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 above on this page.
- All written responses must be in English.

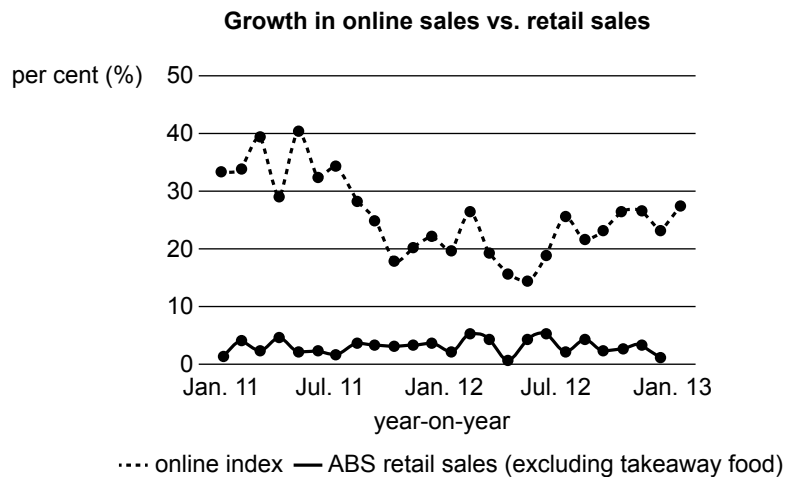
Students are NOT permitted to bring mobile phones and/or any other unauthorised electronic devices into the examination room.

Instructions

Answer **all** questions in the spaces provided.

You are encouraged to draw on your structured workplace learning and wider industry knowledge when answering questions in this paper.

Question 1 (10 marks)



Source: National Australia Bank Limited, 'NAB Online Retail Sales Index, Indepth report', January 2013

retail sales – goods bought from retail stores (bricks and mortar sales)

online sales – goods bought from domestic and international online retailers

a. Describe the trend in the above graph.

2 marks

- b. Outline the impact that this trend could have on **one** stakeholder in the Australian retail industry.

2 marks

- c. Explain how online shopping is both a pressure on **and** an opportunity for change in the Australian retail industry.

3 marks

- d.** Explain how the Australian retail industry has responded or could respond to the pressure of online shopping.

3 marks

Question 2 (7 marks)

- a. Explain the role of teamwork in developing an enterprise culture in a community and/or work setting with which you are familiar.

3 marks

- b. Identify and describe **two** work-related skills that will assist an individual to contribute to an enterprise culture.

4 marks

TURN OVER

Question 3 (9 marks)

Kim Johnston is the owner of Jellies and Jams, a business that makes a variety of jellies and jams, and sells its products at farmers' markets. Kim carefully controls every aspect of the production process, from harvest to manufacture and packaging. The business has an excellent reputation for the high quality of its product.

- a. Define the term 'quality control'.

2 marks

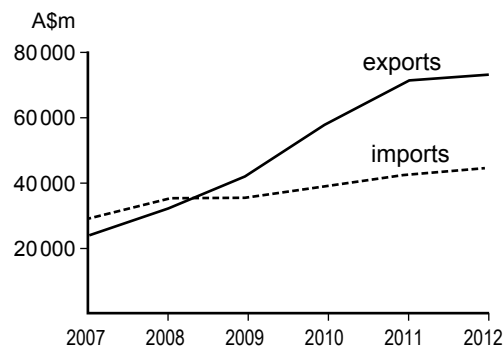
- b. Explain how the process of quality control enables Jellies and Jams to maintain a high-quality product.

3 marks

- c. Discuss how the management of quality can contribute to an enterprise culture in a community and/or work setting or industry.

4 marks

TURN OVER

Question 4 (8 marks)**Australia's merchandise trade with China****Australia's trade and investment relationship with China**

Major Australian exports, 2012 (A\$m)		Major Australian imports, 2012 (A\$m)	
iron ores and concentrates	38 706	telecom equipment and parts	4584
coal	6781	computers	4385
gold	5528	clothing	4297
crude petroleum	2444	furniture, mattresses and cushions	1807

China's global merchandise trade relationships

China's principal export destinations, 2012			China's principal import sources, 2012		
1	United States of America	17.2%	1	Japan	9.8%
2	Hong Kong (SAR of China)	15.8%	2	Republic of Korea	9.2%
3	Japan	7.4%	3	Taiwan	7.3%
11	Australia	1.8%	6	Australia	4.3%

Source: Australian Government, Department of Foreign Affairs and Trade, China fact sheet, June 2013

- a. Explain the pattern of Australia's trade relationship with China.

3 marks

- b. Identify **one** opportunity that this pattern of trade has created for an Australian industry. Evaluate how this industry has responded or could respond to the opportunity.

5 marks

TURN OVER

Question 5 (10 marks)

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Source: Jeff Whalley, 'Yahoo boss stands tough',
Sunday Herald Sun, 3 March 2013

a. Compare functional and numerical flexibility.

3 marks

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- This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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Question 6 (9 marks)

a. Identify and describe **one** set of enterprise capabilities.

2 marks

b. Explain how you developed and demonstrated these capabilities during your structured workplace learning.

3 marks

- c. Explain the role of this set of enterprise capabilities in the development of an enterprise culture.

4 marks

TURN OVER

Question 7 (17 marks)**SmartCap**

The Cooperative Research Centre for Mining (CRCMining) has developed a baseball cap headwear technology to measure and manage drowsiness in real time, in order to overcome the significant problem of driver fatigue in the coal mining industry.

Known as the SmartCap Operator Fatigue Management System, the baseball cap technology solves a problem identified in the mining industry and is expected to be of much wider benefit to other workplaces where fatigue is a major concern.

...

Each baseball cap contains brain monitoring sensors concealed in the cap lining and uses an operator's brain wave information to calculate a measure of drowsiness. This calculation is wirelessly communicated to a display in-cab, or to any Bluetooth enabled device to alert the driver or operator of fatigue.

Such fatigue is most pervasive¹ in long-haul transport and heavy industries such as construction and mining, where it is responsible for hundreds of fatalities and injuries each year as well as millions of dollars in lost productivity. In the absence of appropriate fatigue management strategies and technologies, this problem is exacerbated² by the combination of an ageing workforce and increasing demands on operators to achieve production quota.

'Mining companies are committed to safety, and this commitment has translated into a successful collaboration that will benefit the global mining industry, and the wider community,' project manager Dr Daniel Bongers said. 'This project has been good for industry, and good for Australia ...'

With the look and feel of a typical baseball cap, the SmartCap has overcome operator acceptance problems experienced at mining sites where camera or response based technologies have been implemented in the past.

Source: Australian Government, Department of Innovation, Industry, Science and Research, *Australian Innovation System Report 2011*, Commonwealth of Australia, 2011, p. 75

¹**pervasive** – common

²**exacerbated** – made worse

- a. Outline **one** way in which your safety was protected during your structured workplace learning.

2 marks

- b. Explain how the SmartCap is an enterprising approach to safety.

3 marks

- c. Identify **two** work-related skills and describe how they could be applied to manage safety issues.

4 marks

- d.** The SmartCap is an example of innovation in the mining industry.

Evaluate the extent to which innovation is occurring in an industry or work setting with which you are familiar.

8 marks

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Clearly number all responses in this space.

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