B O A R D O F S T U F F – U P S
N E W S O U T H W A L E S

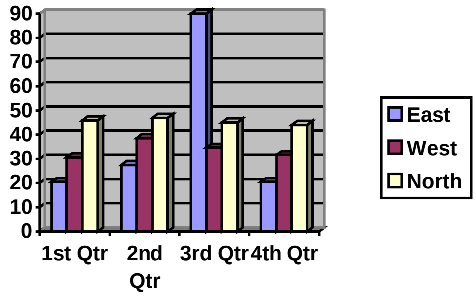
Business Studies

Section One: Multiple Guess

1. When employees complain that the toilets are clogged and the manager tells them to “get stuffed”, and they scurry back to their workstations, he is exercising:

- **A** Coercive Power
- **B** Legitimate Power
- **C** Girl Power
- **D** Eric Cartman Authorita!

Use the graph to answer Question 2



2. What relevant graph does this irrelevant one MOST resemble?

- **A** The population of Sydney before and after the Olympics
- **B** Increase in the number of businesses with the word “Froggy” in their name
- **C** Compensation payouts for people who slip and fall on their arse at work
- **D** Number of CDs bought during the demise of Napster

(Author’s note: see questions 19 and 20 of the Board of Studies specimen exam for a real laugh)

3. Which of the following is a non-financial reward for employees?

- **A** A dirty big wad of cash
- **B** The employer’s personal “thumbs up”
- **C** A box of fridge magnets
- **D** Ten free games on the office pinball machine

4. What would be the effect of a boom in the economy on employment relations?

- **A** Employee bargaining power rises and employers raise production
- **B** Employee bargaining power remains constant and so does the bombardment of aircraft noise
- **C** Fuel prices increase and pollution decreases
- **D** Sea levels rise and the penny drops

5. Vandelay Industries is a latex-manufacturing business that operates from a small apartment building. It wishes to expand into the global market. What would be the most important strategy it should implement?

A Have the manufacturing done cheaply in a country that endorses sweatshop labour

B Use cheaper foreign materials, but pass them off as being made in Australia

C Use plenty of those annoying pop-up windows that disrupt people when they are trying to surf the Net

D Change the name of the company to something that isn't an obvious rip-off of Seinfeld.

Section Three: Business Report

Question 26 (20 Marks)

Financial Management Case Study

Company X is in serious financial trouble:

- In response to competition, Company X lowered its prices
- However, shortly afterwards, it has had difficultly paying the costs of maintenance
- Due to the falling Australia dollar, the cost of necessary parts and resources from overseas has risen dramatically
- Company X was bought by a larger company, but this was of little help, as that company could barely manage its own finances
- Company X was forced to stop operating, leaving its employees without pay and without a job.
- Customers of the company have lost all the money they paid for the service that was never provided.
- Despite being a large Australian company, the government has refused to bail it out.
- Share prices have dropped and so has consumer confidence, dramatically lowering any chances of the business being brought out of the gutter.
- There have been few serious offers to buy out this company.

Write a letter to the directors of this company in report-style format. In the letter, describe a financial plan they could implement to address cash flow, profitability, debts, and employee payout problems. Also create a marketing plan that will convince consumers to return to the company and restore it to its former glory.

Best responses will be sent to Ansett Australia.

Section Four: Extended Responses

Attempt either Question 27 or Question 28

Question 27 (20 Marks)

“Marketing is an important factor of managing change in a global business and requires good financial management and efficient handling of employment relations”

Examine how a global business you have studied has managed its affairs in this global market in terms of managing change and finances and handling industrial disputes.

OR

Question 28 (20 Marks)

“Globalisation has changed the way that managers of businesses look at marketing their products, managing their finances and dealing with employment relations”

Select a business you have studied that has gone global and assess its financial planning and marketing strategies, the management of its E.R department and how it has managed to deal with all this change.

(Note: These two questions are virtually identical, but we think that question 28 is easier to understand. Enjoy.)