

Exam Practice Guide

Unit 2 Business Management Examination Questions

Key Features:

- √ 86 original examination style questions on all examinable topics.
- ✓ Full solutions and a marking guide to all questions.
- ✓ Separated into key topic areas within each Area of Study, enabling students to master one topic at a time.
- ✓ Written by VCE assessors who mark the real examinations.
- \checkmark Excellent resource for examination practice.

Helping VCE students be the best they can be.

Copyright © TSSM 2017

TSSM ACN 099 422 670 ABN 54 099 422 670

A: Level 14, 474 Flinders Street Melbourne VIC 3000

T: 1300 134 518 F: 03 90784354 W: tssm.com.au E: info@tssm.com.au

CONTENTS

AREA OF STUDY 1: Legal requirements and financial considerations	Page
Topic 1 – Legal requirements for establishing a business	5
Topic 2 – Financial requirement for establishing a business	7
Topic 3 – The importance of choosing appropriate suppliers	8
Topic 4 – The need for policies and procedures	10
Topic 5 – Technological and global issues in establishing a business	12
AREA OF STUDY 2: Marketing a business	
Topic 1 – The relationship between marketing, establishing a customer base and business objectives	14
Topic 2 – External and internal environment factors affecting the establishment of a customer base and brand identity	16
Topic 3 – Market research practices	19
Topic 4 – Target market attributes	21
Topic 5 – The 7Ps model of marketing	26
Topic 6 – The product life cycle	31
Topic 7 – Features and values of customer relations strategies	33
Topic 8 – Public relations and its relationship to business objectives	34
Topic 9 – Public relations strategies	36
Topic 10 – Corporate social responsibility management issues	40

AREA OF STUDY 3 – Staffing a business

objectives	43
Topic 2 – Identification of the staffing needs of a business	46
Topic 3 – The effects of development in technology	48
Topic 4 – Job analysis	49
Topic 5 – Recruitment methods	50
Topic 6 – Selection methods	51
Topic 7 – Employment arrangements	52
Topic 8 – Employer expectations	54
Topic 9 – Employee expectations	55
Topic 10 – Legal obligations for staffing	56
Topic 11 – Induction	57
Topic 12 – Global issues	59
Topic 13 – Corporate social responsibility management issues	59
SOLUTIONS	60

2 marks

AREA OF STUDY 1: Legal requirements and financial considerations

Topic 1 – Legal requirements for establishing a business

Question 1	
Explain why it is important for a business to register their business	ness name.
_	
	2 marks
Question 2 What does ABN stand for?	
Question 3	1 mark
Identify two taxes a business will be required to pay.	