



Government of **Western Australia**
School Curriculum and Standards Authority



BUSINESS MANAGEMENT AND ENTERPRISE

GENERAL COURSE

Externally set task
Sample 2016

Note: This Externally set task sample is based on the following content from Unit 3 of the General Year 12 syllabus.

- Management: Elements of the marketing mix
- Environments: Australian consumer law, consumer right and protection
- People: Employment standards and employment cycle

In future years, this information will be provided late in Term 3 of the year prior to the conduct of the Externally set task. This will enable teachers to tailor their teaching and learning program to ensure that the content is delivered prior to the students undertaking the task in Term 2 of Year 12.

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Business Management and Enterprise

Externally set task

Working time for the task: 60 minutes

Total marks: 30 marks

Weighting: 15% of the school mark

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1. Define physical presence in relation to the marketing mix and using **one (1)** example, explain its importance to a business. **(4 marks)**

2. Explain **three (3)** forms of misleading or deceptive conduct in business marketing activity. **(6 marks)**

Deceptive conduct 1:

Deceptive conduct 2:

Deceptive conduct 3:

3(a) Provide **two (2)** examples of Australian product safety standards that businesses are required to follow. (2 marks)

Example 1:

Example 2:

(b) State **two (2)** conditions under which consumers are entitled to a refund. (2 marks)

Condition 1:

Condition 2:

4. Ben, the owner of a small, but successful building company, has a current employee who spends more time on his phone than he does laying bricks. The manager would like to replace the employee to avoid loss of business productivity. Before the manager takes any action, he wants to know more about the right course of action to take when dismissing employees, and the ramifications of doing so. Provide the following information to help the manager make his decision.

- (a) Explain the **four (4)** phases of the employment cycle. (8 marks)

- (b) List **two (2)** examples of unfair dismissal and outline a course of action the employee could take if employment is unlawfully terminated. (4 marks)

(c) Define customer relationship management and explain the role of employees in this process.

(4 marks)
