

External Assessment 2024

# BUSINESS STUDIES

BST315116

Pages: 20

Questions: 12

Answer Booklets: 3

Information Sheet: 1

**Preparation time for this exam:** 15 minutes

**Suggested working time:** 3 hours

## Instructions:

- There are **three (3)** sections to this exam paper:
  - **Section A** – There are **two (2)** parts to this section. Answer **four (4)** questions in total comprising:
    - Part 1:** Unit 1 – The Business Environment – answer **two (2)** questions.
    - Part 2:** Unit 2 – Operations Management – answer **two (2)** questions.
  - **Section B** – answer **two (2)** questions.
  - **Section C** – answer **one (1)** question.
- Answer each section in the corresponding **Answer Booklet**.
- Answer **all** items within a question.
- It is recommended that you use a calculator.
- You are encouraged to use **diagrams** where relevant.
- The exam is **three (3) hours** in length. The suggested working time is provided in the instructions for each part.
- All answers must be written in **English**.
- You **must** make sure your answers address the listed criteria.

# Guide to Exam Structure

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		Parts	Questions available	Questions to answer	Suggested working time	Marks available
Section	<b>A</b>	Part 1	4	2	20 minutes	20 marks and A+ to z rating
		Part 2	4	2	20 minutes	20 marks and A+ to z rating
Section	<b>B</b>		3	2	70 minutes	70 marks
Section	<b>C</b>		1	1	70 minutes	70 marks
<b>Totals</b>			<b>12</b>	<b>7</b>	<b>180 minutes (3 hours)</b>	<b>180 marks and A+ to z rating</b>

## Criteria

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You **must** make sure your answers address:

- Criterion 1 describe and use business terms, concepts, principles and ideas related to the management of business in Australia
- Criterion 2 use tools, techniques and processes to assess data and information about business performance
- Criterion 3 analyse issues arising from business practices and management strategies
- Criterion 4 make recommendations to improve management practices and business performance
- Criterion 5 communicate business ideas and information.

# Section A

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- Answer **four (4)** questions in total comprising:
    - Part 1: Unit 1** – The Business Environment: answer **two (2)** questions.
    - Part 2: Unit 2** – Operations Management: answer **two (2)** questions.
  - Use **Section A Answer Booklet** for this section.
  - Make sure you answer **all items** within a question.
  - The suggested working time for this section is **approximately 40 minutes**.
  - Each question is worth a **total of 10 marks** (4 x 10 = 40 marks).
  - This section assesses **Criteria 1** and **5**.
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## Part 1: Unit 1 – The Business Environment

- Answer **two (2)** questions from this unit.
- 

### Question 1

- Explain **two (2)** components of the *partnership* form of business structure that distinguish it from the *private company* form.
- Explain **two (2)** advantages and **one (1)** disadvantage of the *public company* form of business structure. (4 + 6 = 10 marks)

### Question 2

- Explain the term *business ethics* using **one (1)** relevant example.
- Explain **two (2)** *business goals* which may conflict with a business who wants to have ethical behaviour in their business dealings. (4 + 6 = 10 marks)

### Question 3

- Explain the term *business culture* in the context of the business environment.
- Using any **two (2)** stakeholders, explain how they might impact a business's culture. (4 + 6 = 10 marks)

### Question 4

- Explain the term *entrepreneurship*, incorporating **two (2)** characteristics of an entrepreneur in your answer.
- Discuss the importance of entrepreneurship in relation to the economic role and the social role it plays in Australian society. (4 + 6 = 10 marks)

## Part 2: Unit 2 – Operations Management

- Answer **two (2)** questions from this unit.
- 

### Question 5

- a) Explain the term *operations management* and outline its purpose within the other key business functions.
- b) Using **one (1)** example of either a manufacturing **or** a service business, explain the elements of the *transformation process*. (4 + 6 = 10 marks)

### Question 6

- a) Explain the difference between *established technology* and *leading edge technology*, providing **one (1)** example of each.
- b) Explain how the use of technology in a business may be both an *operational* decision and a *strategic* decision for an operations manager. (4 + 6 = 10 marks)

### Question 7

- a) Explain the term *quality management* and outline its purpose in operations management.
- b) Using **one (1)** example of each, distinguish between the concepts of *quality assurance* and *quality control*. (4 + 6 = 10 marks)

### Question 8

- a) Explain the difference between the use of *offshore production* and *outsourcing* in operations management.
- b) Using **one (1)** example, explain **one (1)** *social* implication and **one (1)** *environmental* implication if a business decides to outsource a component of their operations. (4 + 6 = 10 marks)

# Section B

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- Answer **two (2)** questions in total comprising:  
**Either:** Question **9 and 10**  
**OR** Question **10 and 11**  
**OR** Question **9 and 11.**
  - In your answers refer to the **stimulus material** provided.
  - Use **Section B Answer Booklet** for this section and record the question numbers you choose to answer.
  - Make sure you answer **all items** within a question.
  - The suggested working time for this section is **approximately 70 minutes**.
  - Each question is worth **35 marks** (2 x 35 = 70 marks).
  - This section assesses **Criteria 3 and 4**.
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## Stimulus

Tasmanian Wellness Artisans (*TWA*) Pty Ltd is a private company jointly owned by shareholders Walter and Wilma who started it in 2017. *TWA* sells accommodation at six (6) cottages around Tasmania: Launceston, Stanley, Strahan, Huonville, Oatlands and Coles Bay. The cottages are marketed to showcase their eco-friendly features and wellness activities, which include farm-to-table cooking classes, yoga classes, night-time wildlife tours and Indigenous history walks. Locally-sourced produce is provided in each of the cottage fridges as part of the accommodation. There are no televisions nor Wi-Fi access in any of the cottages to ensure a genuine break away. The business currently offers only one holiday package at a total price of \$2,000 (\$500 per night). This package includes a four-night stay at one of the cottage locations, as well as the customer's choice of one of the wellness activities in the location. Customers pay a 20% deposit, due seven days prior to their first night's stay, with the remainder due at the end of the holiday.

*TWA* is facing 3 key challenges:

1. *The seasonality of tourism in Tasmania*. While sales in spring and summer are very strong, there is very low occupancy at other times of the year which affects cash flow.

**Stimulus continues**

## Stimulus continued

2. *Maintaining ongoing relationships with reliable staff.* Attracting and retaining local, expert staff is very challenging because the staff hired are currently employed on a casual basis, due to the seasonality of the business. Each season, some of these staff also work for *TWA's* competition and prioritise them over *TWA*.
3. *Confusion about their primary target market.* *TWA* have not undertaken any market research since they started the business.

Walter and Wilma work from a central office in Launceston. There is one manager employed at each cottage. The managers organise the necessary casual staff for the activities, including local chefs, yoga instructors, wildlife experts and Indigenous elders. They usually employ their friends and people known in the local area, but currently there are no formal recruitment or staff development processes in place.

Currently, *TWA* is marketed through word of mouth from previous customers and through advertising in the local newspapers and the RACT *Journeys* magazine. Customers book the holiday package by calling the central office phone. Walter and Wilma have made connections with Tasmanian travel agents, but currently *TWA* has no other marketing presence.

Walter and Wilma want their accommodation to be regarded as an environmentally responsible product. They have a quote to install solar panels on each of the cottages to reduce electricity expenses at a total cost of \$100,000. Other information includes:

- On 30 June 2019, *TWA* had \$20,000 in the bank. By 30 June 2024, the bank balance was \$500.
- Many customers don't pay when they should. Walter and Wilma spend a lot of time calling customers to follow up the package deposit and remaining balance payments.
- *TWA* purchase all produce for the fridges on credit from local suppliers but current cash flow issues mean they are not able to pay within the interest-free period.
- The Working Capital Ratio was 2.01:1 in 2019, and 0.96:1 in 2024.
- The Gearing (Debt to Equity) ratio was 140% on 30 June 2024.
- Profitability has been declining since 2020.

*TWA* are looking at ways to improve business performance and are considering the following:

- Charging customers for the wellness activities.
- Creating an online presence.
- Exploring other package options, not just the 4-night package.
- Potentially closing/selling one of the cottages.

## Question 9 – Marketing Management

### Items a) to d) assess Criterion 3.

- a) Critically analyse **two (2)** impacts of a poorly managed marketing planning process. (4 marks)
- b) Critically analyse **two (2)** reasons why it is important for *TWA* to identify a primary target market. (4 marks)
- c) Critically analyse **two (2)** issues with *TWA*'s current promotion strategies. Identify the likely impact of each issue on their current business performance. (6 marks)
- d) To cut costs, Walter and Wilma are considering swapping the locally-sourced produce in the cottage fridges for cheaper imported food supplies without changing their marketing about it.

Critically analyse **one (1)** *ethical* implication and **one (1)** *legal* implication if *TWA* uses untruthful advertising. Identify and explain how **one (1)** relevant piece of legislation might impact Walter and Wilma's decision. (6 marks)

### Items e) to h) assess Criterion 4.

- e) There are two methods of market research: primary research and secondary research. Recommend **two (2)** appropriate market research tools that *TWA* might use to better identify their target market. (6 marks)
- f) *TWA* wants their accommodation to be positioned as a luxury product. Recommend and evaluate **one (1)** appropriate *pricing* strategy that would align with this positioning. (3 marks)
- g) Critically analyse how the strategy identified in part f) might affect business performance in the long term. (3 marks)
- h) Recommend **one (1)** *promotion* strategy that would positively impact *TWA*'s performance. Justify your answer. (3 marks)

## Question 10 – Human Resource Management

### Items a) to d) assess Criterion 3.

- a) Explain the term *job design* and outline its role in the employment cycle. (4 marks)
- b) Critically analyse **one (1)** *social* implication and **one (1)** *economic* implication of allowing staff at *TWA* to work flexible hours. (4 marks)
- c) Critically analyse **two (2)** reasons why *TWA* is experiencing difficulty with acquiring and retaining their casual staff. (6 marks)
- d) Critically evaluate **two (2)** impacts on *TWA*'s business performance if they prioritise diversity in their employment processes. Identify and explain how **one (1)** relevant piece of legislation might impact *TWA*'s decision. (6 marks)

### Items e) to h) assess Criterion 4.

- e) Critically evaluate **two (2)** maintenance tools that *TWA* might use to develop and retain effective staff. (6 marks)
- f) Recommend and evaluate **one (1)** acquisition strategy that *TWA* might use to employ expert staff at each cottage location. (3 marks)
- g) Critically analyse how the strategy identified in part f) might affect business performance in the long term. (3 marks)
- h) *TWA* could consider a range of employment options for their cottage managers. Recommend the most appropriate option for *TWA* moving forward. Justify your answer. (3 marks)

## Question 11 – Financial Management

### Items a) to d) assess Criterion 3.

- a) Explain **one (1)** risk to a business of relying on *equity* finance and **one (1)** risk to a business of relying on *debt* finance. (4 marks)
- b) Critically analyse **two (2)** impacts on *TWA*'s performance when their gearing (debt to equity) ratio is over 100%. (4 marks)
- c) Critically analyse **two (2)** impacts of poor cash flow on *TWA*'s current business performance. (6 marks)
- d) Critically analyse **one (1)** *economic* implication and **one (1)** *environmental* implication of the installation of solar panels on the cottages. Consider the perspectives of *TWA*'s customers and *TWA*'s owners. (6 marks)

### Items e) to h) assess Criterion 4.

- e) Critically analyse **two (2)** appropriate financial objectives that the owners of *TWA* should focus on to improve their financial management. (6 marks)
- f) Recommend **one (1)** financial management strategy that will improve *TWA*'s *profitability* in the short term. Justify your answer. (3 marks)
- g) Recommend **one (1)** financial management strategy that will improve *TWA*'s *financial stability* in the long term. Justify your answer. (3 marks)
- h) Recommend **one (1)** financial management strategy that will address *TWA*'s current cash flow issues. Justify your answer. (3 marks)

# Section C

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- Answer the question in this section.
  - In your answers refer to the **stimulus material** provided.
  - Use **Section C Answer Booklet** for this section.
  - Make sure you answer **all** items within the question.
  - The suggested working time for this section is **approximately 70 minutes**.
  - This question is worth **70 marks**.
  - This section assesses **Criteria 2** and **4**.
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## Question 12

### Stimulus

Billie loves animals and is the owner of *Super Paws*, one of a handful of dedicated pet centres in Tasmania. They started the business in 2017, opening on weekdays and selling pet supplies for dogs and cats. *Super Paws* added homemade organic pet foods to the range in 2019, followed by onsite grooming services. The business now operates 7 days a week from a medium-sized store on the outskirts of Hobart.

*Super Paws* has achieved strong brand recognition by selling their products and offering expert pet advice at events around Tasmania such as AgFest and Taste of the Huon. The business has a strong statewide customer base with several vets, boarding kennels, and hobby farms as regular customers. To keep them loyal, *Super Paws* offers these customers a line of credit with a 30-day interest-free account period.

Unfortunately, competition from big retailers like Petbarn and Bunnings has affected *Super Paws*' performance and has squeezed their profit margins in recent years. To combat this and create a point of difference, *Super Paws* added an in-store dog and cat educational workshop experience in April 2024. These workshops run for 2 hours per day on Saturdays and Sundays and are focussed on attracting children and educating customers about raising and training their pets. The workshops have resulted in increased repeat customers who come back to purchase products and pet grooming services.

**Stimulus continues**

## **Stimulus continued**

Additional staff have been employed to run the store while Billie focusses on running the workshops, but despite the positive interest, *Super Paws*' profit margins have continued to decrease.

Billie is very keen to expand the in-store educational experience to run daily workshops, not just on weekends. They also want to include other animals like fish, birds, chickens and rabbits so more children can visit and learn about animal care. They are keen on creating a small onsite coffee bar so customers can enjoy a drink and a snack while in the store. Billie understands they will need more floor space and will need to employ additional skilled staff to run the workshops and the coffee bar. The great news is the shop next door is vacant and available for Billie to rent straightaway.

The business is also keen to build a strong online presence (which it currently does not have) and expand into online selling for some of its products. Initial projections indicate that while it will be costly to set up, this expansion will increase revenues and cash flow in the long term. The business will need to seek external finance for the expansions. It is estimated it will cost around \$95,000 to modify the additional store space, rent space for inventory storage, and set up the website for online sales and marketing. Billie has made contact with a website developer who can build and maintain the website and have it up and running by October. Billie has spoken with a builder who has guaranteed the coffee bar and expanded workshop space will be completed by the start of December to take advantage of the busy pre-Christmas and school holiday sales opportunities.

Billie has provided comparative financial reports for the last 3 years and a projection of cash flows for the first half of the 2024/2025 financial year. Assume they came to you and asked for your advice in July 2024.

Stimulus continues

<b>Super Paws</b>			
<b>Comparative Income Statements for the financial years ending 30 June</b>			
	<b>2022</b>	<b>2023</b>	<b>2024</b>
	<b>(\$)</b>	<b>(\$)</b>	<b>(\$)</b>
<b>Revenue</b>			
Net sales (cash and credit)	453,000	480,750	502,500
Less cost of sales	250,000	275,000	300,000
<b>Gross profit</b>	<b>203,000</b>	<b>205,750</b>	<b>202,500</b>
<b>Add service fees revenue</b>			
Grooming service fees	45,000	47,000	52,000
Educational experience workshop fees			12,000
	<b>248,000</b>	<b>252,750</b>	<b>266,500</b>
<b>Less other operating expenses</b>			
Administration costs	20,000	22,000	26,000
Rent of premises	40,000	42,500	44,000
Insurance and licences	1,500	1,900	2,500
Wages and salaries	80,000	85,600	94,000
Utilities (power and water)	20,000	21,000	22,000
Marketing	15,000	15,000	18,000
Cleaning	10,000	11,000	14,000
Craft supplies			4,000
Other expenses	20,000	22,000	25,000
Interest and bank fees	1,500	1,750	2,000
<b>Total operating expenses</b>	<b>208,000</b>	<b>222,750</b>	<b>251,500</b>
<b>Net profit</b>	<b>\$40,000</b>	<b>\$30,000</b>	<b>\$15,000</b>

Stimulus continues

Stimulus continued

<b>Super Paws</b>			
<b>Comparative Balance Sheets as at 30 June</b>			
	<b>2022</b>	<b>2023</b>	<b>2024</b>
	<b>(\$)</b>	<b>(\$)</b>	<b>(\$)</b>
<b>Assets</b>			
Total current assets	55,000	65,000	85,000
Total non-current assets	170,000	190,000	200,000
<b>Total assets</b>	<b>225,000</b>	<b>255,000</b>	<b>285,000</b>
<b>Liabilities</b>			
Total current liabilities	20,000	30,000	50,000
Total non-current liabilities	80,000	80,000	80,000
<b>Total liabilities</b>	<b>100,000</b>	<b>110,000</b>	<b>130,000</b>
<b>Net assets</b>	<b>\$125,000</b>	<b>\$145,000</b>	<b>\$155,000</b>
<b>Owner's equity</b>			
Capital	90,000	125,000	145,000
Add net profit	40,000	30,000	15,000
Less drawings	5,000	10,000	5,000
<b>Total owner's equity</b>	<b>\$125,000</b>	<b>\$145,000</b>	<b>\$155,000</b>

**Extra information about *Super Paws*:**

- Average Accounts Receivables for the financial year ended 30 June 2024 were \$22,000.
- Net credit sales for the financial year ended 30 June 2024 were \$200,000.

Stimulus continues

Stimulus continued

<b>Super Paws</b>			
<b>Cash Budget for the 6 months ending December 31, 2024</b>			
	<b>2024 (Jul/Aug)</b>	<b>2024 (Sept/Oct)</b>	<b>2024 (Nov/Dec)</b>
	<b>\$</b>	<b>\$</b>	<b>\$</b>
<b>Expected cash inflows</b>			
Cash sales and service fees receipts	120,000	125,000	180,000
Credit sales and services fees receipts	30,000	34,000	37,000
Educational workshops receipts	4,000	6,000	10,000
Proceeds from bank loan		95,000	
Coffee bar receipts			4,000
<b>Total cash receipts</b>	<b>154,000</b>	<b>260,000</b>	<b>231,000</b>
<b>Expected cash outflows</b>			
Cash stock purchases	70,000	75,000	80,000
Credit stock purchases	27,000	47,000	67,000
Administration costs	3,000	5,000	8,000
Rent of premises/storage space	8,330	8,330	11,000
Insurances and licences	1,420	1,420	1,600
Wages and salaries	20,000	22,500	30,000
Utilities (power and water)	4,500	4,500	5,500
Marketing	4,000	5,000	7,000
Cleaning	3,400	3,500	4,000
Craft supplies	2,500	2,500	2,500
Other expenses	5,000	5,000	5,000
Interest and bank fees	400	1,000	1,200
Bank loan repayments			2,000
New assets for coffee bar & workshop		30,000	
Builders' costs		50,000	
Website set up		15,000	
Website maintenance			1,000
<b>Total cash payments</b>	<b>149,550</b>	<b>275,750</b>	<b>225,800</b>
<b>Net cash flow</b>	<b>4,450</b>	<b>-15,750</b>	<b>5,200</b>
<b>Opening cash balance</b>	<b>7,000</b>	<b>11,450</b>	<b>-4,300</b>
<b>Closing cash balance</b>	<b>\$11,450</b>	<b>\$-4,300</b>	<b>\$900</b>

Stimulus continues

## Question 12

### Item A – assesses Criterion 2

- a) Using all of the information provided, complete a SWOT analysis for *Super Paws*. Explain **two (2)** strengths, **two (2)** weaknesses, **one (1)** opportunity and **one (1)** threat. (6 marks)

### Item B – assesses Criterion 2

- a) Using the grid provided in the Section C Answer Booklet and showing all your workings, calculate the following for 2024 (NB: calculations for 2022 and 2023 have been provided):
- i. Net Profit Ratio
  - ii. Current Ratio
  - iii. Debt to Equity Ratio (Gearing Ratio)
  - iv. Debtors Collection Period. (6 marks)
- b) Based on your calculations in Part i. and relevant data in the financial statements provided, analyse the *profitability* of *Super Paws* in 2024 compared to the trend data and industry averages provided. (4 marks)
- c) Based on your calculations in Part ii. and relevant data in the financial statements provided, analyse the *liquidity* of *Super Paws* in 2024 compared to the trend data and industry averages provided. (4 marks)
- d) Based on your calculations in Part iii. and relevant data in the financial statements provided, analyse the financial stability of *Super Paws* in 2024 compared to the trend data and industry averages provided. (4 marks)
- e) Using the cash flow projections provided in the Cash Budget, evaluate **one (1)** potential short-term and **one (1)** potential longer-term implication for *Super Paws*. (4 marks)

Question 12 continues

## Question 12 continued

### Item C – assesses Criterion 2

The following information relates to costs involved in running the educational workshops.

Administration costs	\$75
Cleaning	\$35
Insurance	\$30
Workshop instructor	\$40 per hour
Craft supplies for the workshop	\$20 per participant

Extra information about the educational workshops for *Super Paws* includes:

- Each workshop takes **2 hours**.
  - One instructor is hired for each workshop, **regardless of the number of participants**.
  - Participants are provided with all the craft supplies needed to complete the workshop.
  -
- a) Calculate the contribution margin per participant if the price charged per workshop is \$70. Show all workings. (1 mark)
- b) If *Super Paws* charges each participant \$70 for a workshop, how many participants need to attend that workshop to break even? Calculate the break even point in **both** participant units and sales dollars. Show all workings. (3 marks)
- c) If Billie wants to make a profit of \$150 per workshop, calculate how many participants will need to attend, assuming selling price is \$70 and other costs remain the same. Show all workings. (2 marks)
- d) Billie knows some retired, animal-loving teachers who can run some workshops. However, the teachers want \$75 per hour. Billie believes these teachers have excellent classroom management skills and is planning to have 10 students in each workshop. Calculate the **new** selling price per participant for a *Super Paws* workshop under these new circumstances, assuming the profit goal from part c) is included and the other costs remain the same. Show all workings. (3 marks)
- e) Explain **two (2)** ways that break-even analysis could benefit Billie as they make decisions about the running of the workshops. (3 marks)

**Question 12 continues**

## Question 12 continued

### Item D – assesses Criterion 4

- a) Explain how *Super Paws* might take advantage of **one (1)** of the strengths that was identified in the SWOT table in Item A. (2 marks)
- b) Explain how *Super Paws* might address **one (1)** of the weaknesses that was identified in the SWOT table in Item A. (2 marks)
- c) Explain how *Super Paws* might overcome the threat that was identified in the SWOT table in Item A. (2 marks)
- d) *Super Paws* is considering outsourcing the manufacturing of the homemade organic pet foods. Taking into consideration any relevant economic and/or environmental implications, analyse the impact that choosing to outsource may have on the following stakeholders:
- i. Billie, the owner
  - ii. *Super Paws*' employees. (6 marks)
- e) Critically analyse **one (1)** ethical consideration that may accompany the decision whether or not to outsource any of the products that are sold at *Super Paws*. (3 marks)
- f) Recommend **two (2)** strategies that would increase the profitability of *Super Paws*. Identify how these strategies will improve business performance. (4 marks)
- g) Recommend **two (2)** strategies that would improve *Super Paws*' current Debtor's Collection Period without losing their loyal customers. Identify how the strategies will improve business performance. (4 marks)
- h) Recommend whether *Super Paws* should borrow the \$95,000 from a bank to finance the expansion plans. Justify your recommendation. (3 marks)
- i) Billie thinks they should consider stocking supplies for exotic pets\* as a competitive advantage from other pet retailers in Tasmania. If so, they will need to decide how to market the new products to potential customers.

Recommend **two (2)** promotion strategies that would be appropriate for a new product line early in its life cycle. (4 marks)

\*like lizards, snakes and turtles.

End of Exam

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External Assessment 2024

# BUSINESS STUDIES

BST315116

## Section **A** Answer Booklet

Pages: 12

Questions: 8

- Answer **four (4)** questions in total from this section.
  - **Part 1: Unit 1 – The Business Environment** – answer **two (2)** questions.
  - **Part 2: Unit 2 – Operations Management** – answer **two (2)** questions.

**STUDENT:** Record the question numbers you are answering from each unit in the table below.

Part 1: UNIT 1			Part 2: UNIT 2		
Student use	Marker use		Student use	Marker use	
Question number answered	C1	/ 10	Question number answered	C1	/ 10
	C5	/ alpha		C5	/ alpha
Question number answered	C1	/ 10	Question number answered	C1	/ 10
	C5	/ alpha		C5	/ alpha

Marker use	
TOTAL C1	/ 40
TOTAL C5	/ alpha

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**Part 2: Unit 2 Operations Management**

Marker use

Answer **two (2)** questions

Write the question number you are answering in the box.

Question Number:

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TASMANIAN  
ASSESSMENT, STANDARDS  
& CERTIFICATION

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Attach your candidate label here

External Assessment 2024

# BUSINESS STUDIES

BST315116

## Section **B** Answer Booklet

Pages: 16

Questions: 3

- Answer **two (2)** questions from this section.

**STUDENT:** Circle the two (2) question numbers you are answering.

Question 9

Question 10

Question 11

Marker use	
TOTAL C3	/ 40
TOTAL C4	/ 30

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- Answer **two (2)** questions in total comprising:  
**Either:** Question **9 and 10**  
**OR** Question **10 and 11**  
**OR** Question **9 and 11.**

Write the question number you are answering in the box.

Question Number:

Items a) to d) assess **Criterion 3**

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# BUSINESS STUDIES

BST315116

## Section **C** Answer Booklet

Pages: 16

Questions: 1

- Answer **Question 12** in this section.

Marker use	
TOTAL C2	/ 40
TOTAL C4	/ 30

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Question 12

Items A, B and C assess Criterion 2

Item A–SWOT

Marker use

/6

<p style="text-align: center;"><b>Strength</b></p> <p>1. ....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	<p style="text-align: center;"><b>Weakness</b></p> <p>1. ....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>
<p style="text-align: center;"><b>Opportunity</b></p> <p>1. ....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>	<p style="text-align: center;"><b>Threat</b></p> <p>1. ....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>

Question 12 continued

Marker use

Item B

/6

a) Show all workings.

Required	Ratio calculation 2022	Ratio calculation 2023	Ratio calculation 2024	Industry Average
i. Net Profit Ratio	8.83%	6.24%		7.50%
ii. Current Ratio	2.75 : 1	2.17 : 1		2 : 1
iii. Debt to Equity ratio (Gearing)	80.00%	75.86%		100%
iv. Debtors Collection Period	29 days	32 days		30 days

Question 12, Item B continues

b)

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Question 12, Item C continued

Marker use

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Total  
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Item D – assesses Criterion 4

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Total  
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End of Section C Answer Booklet

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