



B O A R D O F S T U D I E S
NEW SOUTH WALES

HIGHER SCHOOL CERTIFICATE EXAMINATION

2000

BUSINESS STUDIES

3 UNIT (ADDITIONAL)

*Time allowed—One hour and a half
(Plus 5 minutes reading time)*

DIRECTIONS TO CANDIDATES

- Board-approved calculators may be used.
- Attempt TWO questions, each from a different option.
- All questions are of equal value.
- Answer each question in a SEPARATE Writing Booklet.
- You may ask for extra Writing Booklets if you need them.

BUSINESS AND TECHNOLOGY

EITHER

QUESTION 1 (25 marks)

E-commerce has enhanced the way business-to-business transactions will be conducted in the future. A group of five independent supermarkets are considering investing in an e-commerce solution for their stock control, purchasing and customer transactions.

- (a) Explain how the use of advanced technologies can save a business money without necessarily generating increased sales.
- (b) Discuss the potential social and business costs if a small supermarket makes its products available electronically.
- (c) With reference to a business you have studied, evaluate the impact of technological changes on the internal business environment.

OR

QUESTION 2 (25 marks)

- (a) Outline the role of research and development (R & D) in the growth and development of technology in business.
- (b) Describe how technology is used to manage the prime function and support services in business.
- (c) With reference to TWO businesses you have studied, evaluate the importance of technology in maintaining a competitive advantage.

FINANCIAL MARKETS

EITHER

QUESTION 3 (25 marks)

Ursula recently inherited \$600 000. Initially she wishes to invest her money on a short-term basis while she investigates long-term investment opportunities.

- (a) Identify and describe the characteristics of short-term investment instruments.
- (b) Discuss the criteria Ursula should use to evaluate long-term investment opportunities.
- (c) Critically analyse overseas and domestic influences on financial markets.

OR

QUESTION 4 (25 marks)

- (a) Briefly describe the major participants in the Australian financial markets.
- (b) Explain the influence of interest rate fluctuations on **THREE** of the major participants in the Australian financial markets.
- (c) Critically analyse the impact of increasing interest rates on the trading of debt and equity instruments. Refer to at least:
 - (i) two debt instruments;
 - (ii) two equity instruments.

HUMAN RESOURCE MANAGEMENT

EITHER

QUESTION 5 (25 marks)

- (a) Outline the relationship between human resource management and strategic planning.
- (b) With reference to a business you have studied:
 - (i) describe the responsibility of senior/line managers and specialised personnel departments for human resource management;
 - (ii) critically assess the role of the human resource manager in managing change in the workplace.

OR

QUESTION 6 (25 marks)

- (a) Outline the social and legal influences that have changed Australia's labour force over the past thirty years.
- (b) Analyse the role of maintenance of human resources in promoting a harmonious working environment.
- (c) Evaluate methods used to measure the effectiveness of human resource management.

PRODUCTION MANAGEMENT

EITHER

QUESTION 7 (25 marks)

AMPIX Ltd is a large Australian company employing 20 000 people. It designs, manufactures and sells steel products throughout the world. It has recently outsourced the manufacturing stage offshore. The management is considering mechanisms to ensure that the quality of its products is maintained.

- (a) Outline the organising, leading and controlling stages in the manufacturing process.
- (b) Discuss the possible social impacts of the outsourcing by AMPIX Ltd.
- (c) Identify the consequences of poor quality assurance and control. Critically analyse alternative methods of achieving and maintaining quality control by AMPIX Ltd.

OR

QUESTION 8 (25 marks)

- (a) Discuss the social pressure on manufacturing businesses to implement ecologically sustainable processes.
- (b) With reference to a business you have studied:
 - (i) describe the features of a good product design;
 - (ii) assess why responsibilities to internal and external stakeholders need to be considered in product design.

INTERNATIONAL BUSINESS

EITHER

QUESTION 9 (25 marks)

- (a) Outline the reasons why a business would expand internationally.
- (b) Discuss the role of government assistance and incentives in supporting businesses to expand internationally.
- (c) With reference to a business you have studied:
 - (i) explain how expansion into an international market has increased the competitiveness of the business;
 - (ii) evaluate the role of international expansion in the context of the strategic plan of the business.

OR

QUESTION 10 (25 marks)

- (a) Outline the reasons why business in the national economy is increasingly committed to links with the world economy.
- (b) With reference to a business you have studied:
 - (i) assess the changing impact of political, cultural and legal influences on its activity in a Pacific market;
 - (ii) evaluate the effectiveness of non-financial strategies used by this business to expand into a Pacific market.

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