

STUDENT NUMBER           Letter

# INDUSTRY AND ENTERPRISE

## Written examination

Thursday 9 November 2017

Reading time: 11.45 am to 12.00 noon (15 minutes)

Writing time: 12.00 noon to 2.00 pm (2 hours)

### QUESTION AND ANSWER BOOK

#### Structure of book

<i>Number of questions</i>	<i>Number of questions to be answered</i>	<i>Number of marks</i>
7	7	70

- Students are permitted to bring into the examination room: pens, pencils, highlighters, erasers, sharpeners and rulers.
- Students are NOT permitted to bring into the examination room: blank sheets of paper and/or correction fluid/tape.
- No calculator is allowed in this examination.

#### Materials supplied

- Question and answer book of 20 pages
- Additional space is available at the end of the book if you need extra paper to complete an answer.

#### Instructions

- Write your **student number** in the space provided above on this page.
- All written responses must be in English.

**Students are NOT permitted to bring mobile phones and/or any other unauthorised electronic devices into the examination room.**







- b.** Explain **one** relationship between the development of work-related skills and the management of quality processes in a business like Cupcakes in Magicland. 3 marks

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- c.** Identify **two** stakeholders of Cupcakes in Magicland. Describe how a quality system or process may benefit **one** of these stakeholders. 3 marks

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**Question 3** (11 marks)

**a.** Define the term ‘industry-specific competency’.

2 marks

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**b.** Identify and describe a type of training that you might have access to in a workplace and/or community setting with which you are familiar.

3 marks

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**Question 4** (8 marks)

**a.** Define the term ‘enterprise culture’.

2 marks

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**b.** Explain how developing teamwork and leadership can contribute to the development of an enterprise culture in a workplace and/or community setting with which you are familiar.

3 marks

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- c. Identify a workplace or community setting that you believe has an enterprise culture. Explain why you believe it has an enterprise culture.

3 marks

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**Question 5 (9 marks)**

The Government’s National Innovation and Science Agenda will help to create a modern, dynamic, 21st century economy for Australia ... The Agenda is part of the Government’s commitment to establishing Australia as a leading innovation system.

Source: Malcolm Turnbull (Prime Minister), ‘National Innovation and Science Agenda’, 7 December 2015, Prime Minister of Australia website, <www.pm.gov.au>

**a.** Define the term ‘innovation’.

2 marks

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**b.** Explain how Australian governments can support innovation.

3 marks

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**Question 7** (18 marks)**Source 1**

Sustainability has long been a key focus of the Australian cotton industry. Today, Australian cotton growers grow more cotton on less land, with more efficient water use and with less impact on the environment than ever before.

Source: Cotton Australia, <<http://cottonaustralia.com.au/australian-cotton/environment/sustainability>>

**Source 2**

Comparing five year averages for the periods 2010–15 and 1998–2003, the Australian cotton industry has achieved a 92 per cent reduction in insecticide use

Cotton's average irrigation<sup>1</sup> requirement is 8 megalitres per hectare. This compares to rice (12 ML/ha), fruit and nut trees, plantation or berry fruits (7 ML/ha), sugar cane (5 ML/ha) and nurseries, cut flowers and cultivated turf (5 ML/ha)

Source: Cotton Australia, *Cotton Annual 2016: Australian Cotton Industry Statistics*, pp. 19 and 23

**Source 3****Profile of Cotton Australia**

Cotton Australia was established in 1972 to support Australian cotton growers and represent their interests. In addition, Cotton Australia now has responsibility for driving cotton research and development direction, advising the Cotton Research and Development Corporation on grower research and development priorities.

**Our strength – Cotton Australia**

- Is solely focused on cotton, with strong and enduring links to growers
- Directly channels grower input into research priorities that provide economic, environmental and social dividends to the industry
- Has broad and deep reach<sup>2</sup> throughout the industry in Australia and overseas
- Represents Australian cotton's interests to government, other industries and the international cotton community
- Is independent, able to speak and act freely in the best interests of the cotton growing industry

**Context and strategic focus to 2018**

- The Australian cotton industry is a regionally based and export-oriented industry. Cotton is grown on 1250 farms (in 2013). The major production areas are in Queensland and NSW.
- In recent years new cotton varieties, and favourable weather and market conditions, have seen an expansion in southern NSW cotton growing regions, reaching as far south as the Victorian border.
- Cotton is the seventh largest Australian agricultural industry in value terms after cattle, wheat, milk, sheepmeat, wool and poultry. Over 99% of the national crop is exported, which has generated in excess of \$1 billion in export revenue per annum over the last 20 years. The gross value of production was almost \$3 billion in the 2011/2012 season.
- In the last season, the Australian cotton industry produced a record 5.3 million bales, grown on 583 000 hectares ...
- The Australian cotton industry is highly productive and yields high quality cotton. Our growers produce yields<sup>3</sup> two and a half times the world average ... The Australian cotton industry has achieved a 40% increase in water productivity over the last decade.

Source: Cotton Australia, *Strategic Plan 2013–2018*, p. 3

<sup>1</sup>**irrigation** – the supply of water to crops

<sup>2</sup>**deep reach** – influence

<sup>3</sup>**yields** – the amounts produced

**Source 4**

‘Keeping cotton at the cutting edge of technology and innovation is at the very heart of what we do,’ says Bruce Finney, CRDC’s Executive Director. ‘Our role is to invest in research and development for the world-leading cotton industry – both the industry of today, and the one of tomorrow ... We’re already investing \$8.5 million into our Cotton Futures program, which looks at the feasibilities of technologies like dissolving cotton, utilising cotton as a substrate for carbon fibre, and using cotton for 3D printing.’

Source: Cotton Research and Development Corporation, ‘Challenging the status quo: CRDC seeking innovators for start-up science workshops (25 January 2017)’, <[www.crdc.com.au](http://www.crdc.com.au)>

- a. Define the term ‘environmental sustainability’. 2 marks

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- b. Describe how the Australian cotton industry has become more environmentally sustainable. 2 marks

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