



BSBTWK401

# Build and maintain business relationships

## Assessment 1 of 4

### Short Answer Questions



## Assessment Instructions

### Task overview

This assessment task is divided into eight (8) short answer questions. Read each question carefully before typing your response in the space provided.

### Additional resources and supporting documents

To complete this assessment, you will need:

- *Fusion Graphix Customer Relationship Management Policy and Procedure*



## Assessment Information

### Submission

You are entitled to three (3) attempts to complete this assessment satisfactorily. Incomplete assessments will not be marked and will count as one of your three attempts.

All questions must be responded to correctly to be assessed as satisfactory for this assessment.

Answers must be typed into the space provided and submitted electronically via the LMS. Hand-written assessments will not be accepted unless previously arranged with your assessor.

### Reasonable adjustment

Students may request a reasonable adjustment for assessment tasks.

Reasonable adjustment usually involves varying:

- the processes for conducting the assessment [e.g., allowing additional time]
- the evidence gathering techniques [e.g., oral rather than written questioning, use of a scribe, modifications to equipment]

However, the evidence collected must allow the student to demonstrate all requirements of the unit.

Refer to the Student Handbook or contact your Trainer for further information.



Please consider the environment before printing this assessment.

## Case Study

Fusion Graphix is preparing to launch a new service product to prospective and existing clients. In addition to providing graphic design, web design and marketing services, Fusion Graphix will also offer marketing training via online workshops. This will also provide networking opportunities and help to establish, build and maintain business relationships.

### Question 1

List two (2) strategies Fusion Graphix can use to establish relationships with suppliers and two (2) strategies to maintain relationships with suppliers.

In your own words, briefly explain how each strategy will establish Fusion Graphix's business relationship with its suppliers.

**Assessor instructions:** Students must demonstrate that they can identify two (2) effective strategies for establishing relationships and two (2) strategies for maintaining a business relationship. Students' words will vary, but their responses need to reflect the content in the sample answer.

A sample answer is provided below.

	Strategy	Explain how the strategy <b>establishes</b> Fusion Graphix's relationship with suppliers.  [Approximate word count: 20 – 50 words]
1	<<Insert your response here>> <b>Get to know the supplier</b>	<<Insert your response here>> <b>Meeting people from the technology company in person and seeing their operations gives an understanding of how they work and how it can benefit Fusion Graphix.</b>
2	<<Insert your response here>> <b>Update suppliers about Fusion Graphix's new products and services</b>	<<Insert your response here>> <b>Keeping suppliers informed about changes to the business, new service products, and special promotions gives them the awareness of strategic changes within Fusion Graphix and the chance to prepare for large orders and future projects.</b>
	Strategy	Explain how the strategy <b>maintains</b> Fusion Graphix's relationship with suppliers.  [Approximate word count: 20 – 50 words]
1	<<Insert your response here>> <b>Avoiding rush orders whenever possible</b>	<<Insert your response here>> <b>Rush orders of hardware equipment and late scheduling can cause significant strain on the supplier relationship. Sufficient time for setting up workshops and assembling equipment must be given to the supplier so that the products and services they provide are of high quality.</b>
2	<<Insert your response here>> <b>Release payments on time</b>	<<Insert your response here>> <b>Late payments create bad impressions on suppliers. Timely payments and communicated delays help build trust and enable better deals to be negotiated with the supplier.</b>

## Question 2

List two [2] strategies Fusion Graphix can use to establish relationships with clients and two [2] strategies to maintain relationships with clients.

In your own words, briefly explain how each strategy maintains Fusion Graphix's business relationships with its clients.

**Assessor instructions:** Students must demonstrate that they can list two [2] strategies Fusion Graphix can use to establish relationships with clients and two [2] strategies to maintain relationships with clients. Students' words will vary, but their responses need to reflect the content in the sample answer.

A sample answer is provided below.

	<b>Strategy</b>	Explain how the strategy <b>establishes</b> Fusion Graphix's relationship with its clients.  [Approximate word count: 20 – 50 words]
1	<<Insert your response here>> Promotional activities	<<Insert your response here>> Creating social media channels establish customer relations by having Fusion Graphix actively interact with their customers to try their workshops.
2	<<Insert your response here>> Responding to enquiries	<<Insert your response here>> Timely responses to enquiries through emails and online chat services help develop a reputation for client care and foster client loyalty. Clients will be quicker to take advantage of new services.
	<b>Strategy</b>	How the strategy <b>maintains</b> Fusion Graphix's relationship with their clients  [Approximate word count: 20 – 50 words]
1	<<Insert your response here>> Asking for feedback through polls and surveys	<<Insert your response here>> Polls and surveys allow clients to let Fusion Graphix know what they like and dislike about their services. This provides Fusion Graphix with valuable insight to help them improve their services and retain clients.
2	<<Insert your response here>> Offering rewards such as loyalty programs	<<Insert your response here>> Loyalty programs keep clients happy and serve as encouragement for them to return to the business.

## Question 3

Identify two [2] methods that Fusion Graphix can use to engage with professional networks, and two methods to engage with professional associations.

**Assessor instructions:** Students must demonstrate that they can identify two [2] methods to engage with professional networks and two [2] methods to engage with professional associations. Students' words will vary, but their responses need to reflect the content in the sample answer.

Professional Network Engagement Methods	
1	<<Insert your response here>> Research target businesses
2	<<Insert your response here>> Approach other organisations and individuals directly.
3	<<Insert your response here>> Refer organisations to others in your network
Association Engagement Methods	
1	<<Insert your response here>> Maintain newsletters
2	<<Insert your response here>> Offer training to members of your association.
3	<<Insert your response here>> Personalise marketing strategies

#### Question 4

Identify two [2] networks relevant to Fusion Graphix using the internet. In your own words, briefly explain each network's relevance to Fusion Graphix as a business.

**Assessor instructions:** Students must demonstrate that they can identify two [2] networks relevant to Fusion Graphix and briefly explain each network's relevance to Fusion Graphix. Students' words will vary, but their responses need to reflect the content in the sample answer.

A sample answer is provided below.

Network	Relevance to Fusion Graphix
	[Approximate word count: 30 – 50 words]
<<Insert your response here>> Australian Craft and Design Centres	<<Insert your response here>> The network of Australian Craft and Design Centres (ACDC) is a group of organisations from all states and territories in Australia that represent the professional craft and design sector. The organisations engage with the sector at a local, national and international level and offer services and programs that support sustainable practice.
<<Insert your response here>> Australian Design Alliance	<<Insert your response here>> The Australian Design Alliance [AdA] is an alliance between the peak professional organisations representing Designers across all aspects of Australia's design industry.

#### Question 5

Identify two [2] associations relevant to Fusion Graphix using the internet. In your own words, briefly explain each association's relevance to Fusion Graphix as a business.

**Assessor instructions:** Students must demonstrate that they can identify two [2] associations relevant to Fusion Graphix and briefly explain each association's relevance to Fusion Graphix. Students' words will vary, but their responses need to reflect the content in the sample answer.

A sample answer is provided below.

Network	Relevance to Fusion Graphix
	[Approximate word count: 30 – 50 words]

<<Insert your response here>> AGDA [Australian Graphic Design Association]	<<Insert your response here>> AGDA is Australia's largest representative association of professional communication designers. It exists to support Australian designers, in all shapes and forms, who want to take control of their careers and businesses.
<<Insert your response here>> ASGA [Australian Sign & Graphics Association]	<<Insert your response here>> ASGA is the peak body representing Signwriters, Engravers, Wide Format Printers, Digital screen facilitators, Graphic Designers, Sign Educators and Apprentices who use sign-making equipment such as digital printing machines, engraving, laser and routing equipment, LEDs, neon products and computer display equipment.

### Question 6

Identify two [2] principles and two [2] techniques used to negotiate positive outcomes.

**Assessor instructions:** Students must demonstrate that they can identify two [2] principles and two [2] techniques used to negotiate positive outcomes. Students' words will vary, but their responses need to reflect the content in the sample answer.

A sample answer is provided below.

Principles for negotiating positive outcomes	
1	<<Insert your response here>> Use practical criteria that both parties can agree to, such as professional standards and legislation
2	<<Insert your response here>> Create options in the negotiation that will benefit both parties
Techniques for negotiating positive outcomes	
1	<<Insert your response here>> Prepare relevant information, such as objectives for the negotiation.
2	<<Insert your response here>> Set short-term benchmarks and deadlines to prevent the negotiation from dragging out

### Question 7

Access and review the *Fusion Graphix Client Relationship Management Policy and Procedure*. Answer the following questions.

**Assessor instructions:** Students must demonstrate their knowledge of organisational policies and procedures relevant to business relationships. Students' words will vary, but their responses need to reflect the content in the sample answer.

A sample answer is provided below.

<p>a. Explain the purpose of the policy. [Approx. word count: 20 – 30 words]</p> <p>&lt;&lt;Insert your response here&gt;&gt;</p> <p>Fusion Graphix expects that all employees deal with their clients or customers. No matter what their position, every employee influences the customer.</p>
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<p>b. Based on the policy statement, identify three practices that Fusion Graphix uses when interacting with clients.</p> <p>&lt;&lt;Insert your response here&gt;&gt;</p> <ol style="list-style-type: none"> <li>1. Answer phones before three rings</li> <li>2. Transfer office calls correctly</li> <li>3. Follow through on promises</li> </ol>
<p>c. Summarise and list the procedures for establishing relationships with clients.</p> <p>&lt;&lt;Insert your response here&gt;&gt;</p> <ul style="list-style-type: none"> <li>• Smile and be courteous and friendly at all times</li> <li>• Use their name and introduce yourself</li> <li>• Ask questions to identify their needs</li> <li>• Create a new client file</li> <li>• Explain what Fusion Graphix is about and what products and services are offered</li> </ul>
<p>d. List two [2] other policies and procedures relevant to business relationships.</p> <p>&lt;&lt;Insert your response here&gt;&gt;</p> <ul style="list-style-type: none"> <li>• Conflict Resolution Policy and Procedure</li> <li>• Networking Policy and Procedure</li> <li>• Technology, Collaboration and Communication Policy and Procedure</li> </ul>

### Question 8

Below are two types of business relationships. Identify a method for obtaining feedback on each type of business relationship.

**Assessor instructions:** Students must identify methods for obtaining feedback on each type of business relationship. Students' words will vary, but their responses need to reflect the content in the sample answer.

A sample answer is provided below.

Type of Business Relationship	Feedback Method
Supplier relations	<<Insert your response here>> Provide surveys to allow suppliers to evaluate the business as a client
Customer relations	<<Insert your response here>> Online and written reviews about the business's products and services

**Assessment checklist:**

Students must have completed all questions within this assessment before submitting. This includes:

1	Eight (8) short answer questions to be completed in the spaces provided.	<input type="checkbox"/>
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**Congratulations you have reached the end of Assessment 1!**

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