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90839



### Level 1 Business Studies, 2016

# 90839 Apply business knowledge to an operational problem(s) in a given small business context

9.30 a.m. Friday 25 November 2016 Credits: Four

| Achievement  | Achievement with Merit               | Achievement with Excellence  |  |
|--|--------------------------------------|--|--|
| Apply business knowledge to an operational problem(s) in a given small business context. | an operational problem(s) in a given | Apply comprehensive business knowledge to an operational problem(s) in a given small business context. |  |

Check that the National Student Number (NSN) on your admission slip is the same as the number at the top of this page.

#### You should attempt ALL the questions in this booklet.

Pull out Resource Booklet 90839R from the centre of this booklet.

Refer to relevant business knowledge and/or Māori business concepts in your answers.

If you need more room for any answer, use the extra space provided at the back of this booklet.

Check that this booklet has pages 2–12 in the correct order and that none of these pages is blank.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.

TOTAL

Read ALL of the resources in Resource Booklet 90839R before you begin answering the questions in this booklet.

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#### **QUESTION ONE: BAD DEBTS**

Use the information in Resource A and your business knowledge to answer this question.

Discuss how bad debts could affect Becca's Café.

In your answer:

- define the term "bad debts"

| identify how bad debts could affect the cash flow of <i>Becca's Café</i> fully explain TWO long-term impacts of bad debts on <i>Becca's Café</i> . |
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(b)

| describe TWO procedures Becca's Café may use fully explain how EACH procedure contributes to reducing the risk of bad debts for the café. | In your answer: |                               |  |  |  |
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#### **QUESTION TWO: SKILLS SHORTAGE**

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| the in | formation in Resources A and B, and your business knowledge, to answer this question              |  |  |  |  |  |  |  |
|--------|---|--|--|--|--|--|--|--|
|        | Discuss how <i>Becca's Café</i> is impacted by the skills shortage.  In your answer:              |  |  |  |  |  |  |  |
| •      | define the term "skills shortage"   |  |  |  |  |  |  |  |
| •      | fully explain TWO negative consequences for <i>Becca's Café</i> if the skills shortage continues. |  |  |  |  |  |  |  |
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(b)

| her business.  | ASSESSOR'S<br>USE ONLY |
|--|------------------------|
| In your answer:  describe ONE short-term solution  |                        |
| explain ONE advantage of this solution for Becca's Café  |                        |
| fully explain TWO long-term solutions that Becca could implement in order to avoid skills shortages in her business in the future. |                        |
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#### **QUESTION THREE: NEGATIVE PUBLICITY**

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Use the information in Resource C and your business knowledge to answer this question. Discuss how the negative publicity may affect Becca's Café. (a) In your answer: define "negative publicity" fully explain TWO consequences for the business if Becca decides to ignore the negative publicity.

(b)

| Discuss the best way for Becca to deal with the negative publicity.  In your answer: |   |   |  |
|--|---|---|--|
| •  | describe TWO appropriate solutions  |   |  |
| •  | choose the better solution and fully explain how it would resolve the issue |   |  |
| •  | fully explain ONE long-term consequence of the better solution.             |   |  |
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