See back cover for an English translation of this cover



SUPERVISOR'S USE ONLY

90837M



Tick this box if there is no writing in this booklet

QUALIFY FOR THE FUTURE WORLD KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

## Mātauranga Pakihi, Kaupae 1, 2020

# 90837M Te whakaatu māramatanga ki ngā āhuatanga ā-roto o tētahi pakihi iti

9.30 i te ata o Tāite, te 26 o Noema, 2020 Ngā whiwhinga: E whā

Paetae	Kaiaka	Kairangi
Te whakaatu māramatanga ki ngā āhuatanga ā-roto o tētahi pakihi iti.	Te whakaatu i te hōhonu o te māramatanga ki ngā āhuatanga ā-roto o tētahi pakihi iti.	Te whakaatu i te matatau ki ngā āhuatanga ā-roto o tētahi pakihi iti.

Tirohia kia kitea ai e rite ana te Tau Ākonga ā-Motu (NSN) kei runga i tō puka whakauru ki te tau kei runga i tēnei whārangi.

Me whakamātau koe i ngā tūmahi KATOA kei roto i tēnei pukapuka.

Kōrerohia ngā mātauranga pakihi e hāngai ana me ngā ariā pakihi Māori, tētahi rānei o ēnei, i roto i ō tuhinga.

Mēnā ka hiahia whārangi atu anō mō ō tuhinga, whakamahia ngā whārangi wātea kei muri o tēnei pukapuka.

Tirohia kia kitea ai e tika ana te raupapatanga o ngā whārangi 2–21 kei roto i tēnei pukapuka, ka mutu, kāore tētahi o aua whārangi i te takoto kau.

HOATU TE PUKAPUKA NEI KI TE KAIWHAKAHAERE HEI TE MUTUNGA O TE WHAKAMĀTAUTAU.

TE TAPEKE

### TE TŪMAHI TUATAHI: Ngā anga whai pānga

MĀ TE KAIMĀKA ANAKE

Kua hia tau nei a Joe e whakahaere ana i tana pakihi rīhi poti hī ika, i a *JoeFish* i Te Tara o Te Ika a Māui. Ka whakaritea e ia he haerenga hī ika, he hāwhe rā rānei, he rā kotahi rānei te roa, ā, kei a ia ngā taputapu katoa e whai hua ai te haere i runga i te moana. E hau nei ngā rongo o *JoeFish* i te pai o te manaaki, i te pai o te tiakina o ngā taputapu, me āna kaimahi whakahoahoa. Nō nā tata nei i whakawhiwhia ai ki a *JoeFish* te tohu ā-rohe mō te ora tautini.

I muri i te mahi i ia rā o te wiki, i te roanga o te raumati i tērā tau, i whakatau a Joe kia whakaritea he anga whai pānga hou mō *JoeFish* i te taha o Bruce, he kaitohutohu ruku ia kua whai tohu, kua whai wheako hoki i roto i te whakahaere haerenga ruku. Ka tuku a Bruce i te \$50,000 me āna taputapu ruku katoa ki te pakihi.

(a)	Tautuhia te kupu ā-pakihi nei, arā te 'pātuitanga', ā, āta whakamāramatia ngā painga E RUA ki a Joe rāua ko Bruce o te whakahaere i tā rāua pakihi hei pātuitanga.

#### **QUESTION ONE: Ownership structures**

ASSESSOR'S USE ONLY

Joe has been successfully operating a fishing charter business, *JoeFish*, in the Coromandel for many years. He offers half-day and full-day fishing trips, and provides the equipment needed for a successful day out on the water. *JoeFish* has a great reputation for good service, well-maintained equipment, and friendly staff. *JoeFish* has also recently received a regional award for sustainability.

After working seven days a week for the entire summer season last year, Joe decided to form a new ownership structure for *JoeFish* with Bruce, who is a qualified dive instructor with experience of running diving trips. Bruce will contribute \$50,000 cash and all his diving equipment.

of operating the	eir business as	a partnershi	p.	n TWO adva	

hei p	kihi, pērā i te kamupene whai rēhitatanga, e hono ai rāua ko Bruce, me te whakahaere ātuitanga i te taha o Bruce.	
1 0 tu	ıhinga: whakamāramatia TĒTAHI rerekētanga o te pātuitanga me te kamupene whai rēhitatanga	
•	āta whakamāramatia te āhua o te pānga o tēnei ki a Joe rāua ko Bruce ki te whakatūria a <i>JoeFish</i> hei kamupene whai rēhitatanga, kaua hei pātuitanga.	

n yo	our answer:	
	explain ONE difference between a partnership and a registered company fully explain how this difference could impact Joe and Bruce if a registered company structure was formed for <i>JoeFish</i> instead of a partnership.	

#### TE TŪMAHI TUARUA: Te whakawhiti korero

MĀ TE KAIMĀKA ANAKE

Nā te panonitanga o te anga whai pānga i panonitia ai e Joe rāua ko Bruce te ingoa o te pakihi ki a *JB Fishing and Diving*.

Me mātua mōhio ngā kiritaki o nāianei me ērā o anamata pea, e whakahaerehia ana a *JoeFish* ināianei i raro i te ingoa hou o *JB Fishing and Diving*, ā, kua wātea ināianei ngā haerenga ruku me ngā haerenga hī ika.

(a) Āta whakamāramatia ngā huarahi e taea ai e *JB Fishing and Diving* te whai hei toro i ana kiritaki o nāianei me ērā o anamata pea me te whai take o taua whakawhitinga kōrero.

#### I ō tuhinga:

- tautuhia ngā huarahi whakawhiti korero E RUA e wātea ana hei whai mā JB Fishing and Diving ki te whakawhiti korero ki ana kiritaki o nāianei me ērā o anamata pea
- mō TĒTAHI o aua huarahi, āta whakamāramatia tōna whai take ki te whakamōhio atu i te panonitanga o te ingoa o te pakihi me te ratonga hou e tukuna ana e JB Fishing and Diving ki ana kiritaki o nāianei me ērā o anamata pea.

#### **QUESTION TWO: Communication**

ASSESSOR'S USE ONLY

As a result of the change in ownership structure, Joe and Bruce changed the business name to *JB Fishing and Diving*.

It is essential that Joe's existing customers and potential new customers know that *JoeFish* is now operating as *JB Fishing and Diving*, and that it now offers diving trips as well as fishing trips.

(a) Fully explain how *JB Fishing and Diving* could reach its existing and potential customers, and the effectiveness of this communication.

In your answer:

- identify TWO methods of communication JB Fishing and Diving could use to communicate with its existing and potential customers
- for ONE of these methods, fully explain its effectiveness in communicating the change in business name and new service provided by JB Fishing and Diving to existing and potential customers.

MĀ TE KAIMĀKA ANAKE

Ko te tino kaupapa o te whakawhiti kōrero ā-roto he whakatairanga i te whakawhitinga kōrero whai take i waenga i ngā kaimahi me ngā kaituku mahi i roto i tētahi pakihi. Ka āwhina te whakawhiti kōrero ā-roto e whai take ana ki te whakaū i te mahi ngātahi a ngā kaimahi me ngā kaituku mahi o te pakihi e tutuki ai ngā whāinga ā-pakihi e hāngai ana ki a rāua tahi.

Te	ingoa o te pakihi iti	
	e rawa ka hokona atu, he tonga rānei ka tukuna	
Ιōt	uhinga:	
•	whakamāramatia TETAHI tau pakihi i tohua rā e koe whaka	ra o tētahi taupā tērā pea ka aukati i te whai take o tā to vhiti kōrero ki ana kaimahi
•	āta whakamāramatia te āhua pakihi o te turakanga o taua ta	o te turakanga o taua taupā e te pakihi, me te pānga ki aupā whakawhiti kōrero.

He wāhi anō mō tēnei tuhinga e wātea ana i te whārangi e whai ake nei.

ASSESSOR'S	
LISE ONLY	

Internal communication is all about promoting effective communication among employees and employers within a business. Effective internal communication helps ensure that all employees and employers of the business are working together towards common business objectives.

(b)	Using a small business (maximum of 20 workers and/or with local or community
	significance) you have studied in depth, fully explain the barriers to communication that could
	exist between your chosen business and its employees.

Name of the small business	
Good(s) sold or service(s) provided	

#### In your answer:

- explain ONE example of a possible barrier that might prevent your chosen business from effectively communicating with its employees
- fully explain how this barrier could be overcome by the business, and the impact on the business of overcoming this communication barrier.

   The business of overcoming this communication barrier.

More space for this answer is available on the next page.

		KA A

USE ONLY

### TE TŪMAHI TUATORU: Ngā whāinga ā-pakihi me te angitu

MĀ TE KAIMĀKA ANAKE

I ngā tau ki muri, i hau te rongo o *JoeFish* i te pai o tana manaaki, i te pai o te tiakina o ana taputapu me ana kaimahi whakahoahoa. I whakawhiwhia ki a *JoeFish* tētahi tohu ā-rohe mō te oranga tautini.

Kua kotahi tau te roa o *JB Fishing and Diving* e whakahaerehia ana. E pūkeke ana a Joe rāua ko Bruce ki te whakaea tonu i ngā hiahia o ngā kiritaki, kia angitu ai hoki tā rāua pakihi. Kua whakatau rāua ki te whakarite i ētahi whāinga ā-pakihi mō te tau tuarua o te rere o te pakihi.

a)	(i)	Tautuhia te kīanga 'whāinga ā-pakihi', ā, whakaahuatia tētahi whāinga ā-pakihi ka pai pea mā <i>JB Fishing and Diving</i> .
	(ii)	Āta whakamāramatia ngā take e hiranga ana te whāinga i whakamāramatia rā e koe i te wāhanga (i) ki a <i>JB Fishing and Diving</i> .

#### **QUESTION THREE: Business objectives and success**

ASSESSOR'S USE ONLY

In the past, *JoeFish* had a great reputation for good service, well-maintained equipment, and friendly staff. *JoeFish* received a regional award for sustainability.

*JB Fishing and Diving* has been operating for a year now. Joe and Bruce are determined to continue to satisfy their customers and achieve business success. They have decided to set some new business objectives for their second year of business.

a)	(i)	Define the term 'business objectives', and describe a possible business objective for JB Fishing and Diving.
	(ii)	Fully explain why the objective you described in (i) is important for <i>JB Fishing and Diving</i> .

Nō nā tata nei a Joe rāua ko Bruce i whakauru ai i a JB Fishing and Diving ki ngā Tohu Pakihi 'Hikinga Wairua' o Te Tara o Te Ika a Māui. Ko te whāinga o aua tohu, kia whakatenatenahia, kia tautokona hoki ngā pakihi i tā rātou whai kia tautini te

ı	0 1
	tupuranga, te whanaketanga me te hiranga. E whakahirahira ana te whakanuinga o
	ngā mahi a te hapori pakihi e whakaū nei kia kaha ngā mahi ā-ōhanga o te takiwā o Te
	Tara o Te Ika a Māui, e noho ai hoki a Te Tara o Te Ika a Māui hei wāhi 'hikinga wairua'
	mō ngā tāngata maha o te hapori me ngā manuhiri ka tae ki te rohe. Kua tono te
	kaiwhakahaere o aua tohu kia kitea ngā taunakitanga o te angitu o JB Fishing and Diving
	ā mohoa nei.
	(b) Āta whakamāramatia ngā huarahi e inea ai e ngā pakihi te angitu.

I ō tuhinga: tautuhia TĒTAHI tauira o te taunakitanga e taea ana e Joe rāua ko Bruce te tāpae ki te kaiwhakahaere o ngā tohu pakihi e whakaatu ana i te angitu o JB Fishing and Diving

•	āta whakamāramatia ngā huarahi E RUA hei whai mā Joe rāua ko Bruce ki te aroturuki i te angitu o <i>JB Fishing and Diving</i> .				

He wāhi anō mō tēnei tuhinga e wātea ana i te whārangi e whai ake nei.

ASSESSOR'S USE ONLY

Joe and Bruce recently entered *JB Fishing and Diving* in the Coromandel 'Good for Your Soul' Business Awards. The aim of these awards is to encourage and support businesses in their quest for sustainable growth, development, and excellence. It is important to celebrate the efforts of the business community which ensure the strong economic performance of the Coromandel region, and enable the Coromandel to be 'good for the soul' for the many locals and visitors to the region. The organiser of these awards has asked to see evidence of the success of *JB Fishing and Diving* to date.

asl	ked to see evidence of the success of JB Fishing and Diving to date.				
b)	Fully explain how businesses can measure success.				
	<ul> <li>identify ONE example of evidence that Joe and Bruce could provide to the organiser of the business awards that demonstrates the success of <i>JB Fishing and Diving</i></li> </ul>				
	<ul> <li>fully explain TWO methods that Joe and Bruce could use to monitor the success of JB Fishing and Diving.</li> </ul>				

More space for this answer is available on the next page.

		KA A

ASSESSOR'S USE ONLY

TE TAU	I	He whārangi anō ki te hiahiatia. Tuhia te tau tūmahi mēnā e hāngai ana.			
TE TAU TŪMAHI	'				

MĀ TE KAIMĀKA ANAKE

	ı	ra space if requi		ASSESSOR'S USE ONLY
QUESTION NUMBER				

		He whārangi anō ki te hiahiatia.	
TE TAU		Tuhia te tau tūmahi mēnā e hāngai ana.	
TE TAU TŪMAHI			
	I		

MĀ TE KAIMĀKA ANAKE

	Extra space if required. Write the question number(s) if applicable.	ASSESS USE OF
UESTION NUMBER	Time the question names (c) it applicables	

## English translation of the wording on the front cover

## **Level 1 Business Studies 2020**

# 90837M Demonstrate an understanding of internal features of a small business

9.30 a.m. Thursday 26 November 2020 Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate an understanding of internal features of a small business.	Demonstrate a detailed understanding of internal features of a small business.	Demonstrate a comprehensive understanding of internal features of a small business.

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.

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 2–21 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.