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Level 1 Business Studies, 2017

90837 Demonstrate an understanding of internal features of a small business

2.00 p.m. Friday 24 November 2017
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 2–8 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

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QUESTION ONE: PŪTAKE AND BUSINESS SUCCESS

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David has been interested in tā moko (traditional tattoos) since seeing a moko (Māori tattooing designs on the face or body done under traditional protocols) on his kuia (grandmother). He was told by his kuia that the moko she wore on her chin tells the story of her family and her genealogy. Nowadays, tā moko is also worn as an expression of cultural pride and integrity. David is passionate about keeping this art form alive.

In 2010, David enrolled in a course at Te Wānanga o Aotearoa, to develop his knowledge and expertise of this art form. Since then, he has established a small business, named *Mataora*, in Whakatāne, providing tā moko for men and women. David employs two members of his family, who are learning the process of tā moko from him.

On occasion, customers have asked for tattoos of dragons, and he has said that he will not do those types of tattoos, as he wants to provide all his customers with tattoos that uphold the Māori art form. David would also like to employ more family members as the business grows.

Definition: pūtake

Pūtake refers to the origin, or reason for being. Every business has a reason for being. Many Māori businesses exist for the same reason as other businesses – that is, they are there to provide goods or services at a profit and to enrich the business owner(s). A significant number, however, have very different reasons for being. Such businesses emphasise communal and social responsibilities, which may not be a priority for mainstream businesses.

- (a) Identify an example of pūtake for David's business, *Mataora*, other than making a profit.

- (b) Fully explain why David may have this as a pūtake for his business, and how he may operate his business differently than if he were solely focused on profit.

- (c) Fully explain TWO ways in which your named pūtake from part (a) may contribute to the success of *Mataora*.

The demand for tā moko is increasing. David has decided to expand his business to meet the increase in demand. He has identified that he needs to purchase furniture and some more tools.

- (c) Fully explain the importance for David of keeping financial documents for securing external sources of finance.

In your answer:

- identify a financial document that David should keep
- fully explain TWO ways in which this document would help in securing external sources of finance.

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(a) Discuss the entrepreneurial characteristics that David shows in starting his small business, *Mataora*. (Characteristics are qualities that occur naturally in the person.)

- describe the role of the entrepreneur
- explain TWO entrepreneurial characteristics that David shows
- fully explain ONE way in which each of the characteristics has enabled David to start a small business.

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

- identify TWO entrepreneurial skills
- fully explain how EACH entrepreneurial skill impacts on the named business.

Extra space if required.
Write the question number(s) if applicable.

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