

90839R



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

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Level 1 Business Studies, 2015

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

9.30 a.m. Friday 27 November 2015
Credits: Four

RESOURCE BOOKLET

Refer to this booklet to answer the questions for Business Studies 90839.

Check that this booklet has pages 2–3 in the correct order and that none of these pages is blank.

YOU MAY KEEP THIS BOOKLET AT THE END OF THE EXAMINATION.

RESOURCE A: CASE STUDY*The Real Event Company*

The Real Event Company is a small conference business located in Auckland. They organise and run events and conferences for a variety of industry sectors, but focus mainly on education-based conferences. They also manage the occasional wedding or other smaller special event. The business is owned by Simon Shore, and has 20 staff, including Office Manager Kate Calder, who is responsible for five office staff.

A month ago, Kate hired a new administrator to replace someone who had left. Kate does not necessarily follow a formal process and tends to hire people she likes, and people she thinks she can manage, rather than people who have the right skills or who fit in with the rest of the team. Kate also seems to be angry all the time, and the administrators find her very difficult to work with. This situation is further compounded by the fact that Kate and Simon are close friends and he has always supported her.

There have already been some issues with the newly hired administrator, Chloe. She does not seem to have the skills needed to do the job, and doesn't really fit in with the rest of the team either. She is similar to Kate in personality and there has been some conflict in the office. Kate likes Chloe and created the new position of Team Leader of the administrators for her, so that she will have responsibility for the other administrators. The atmosphere in the office is very tense at the moment.

Eve, one of the longest-serving administrators, and Chloe do not get along. Eve was hired before Kate took over as Office Manager and Kate has never wanted her in the team. Eve is a hard worker, and everyone else in the organisation likes her. She is skilled in all aspects of the job and is often used to fill in for others when they are away, as she has the most knowledge of all the administration staff. Eve tries her hardest to get on with Kate, but nothing really seems to work. Kate has made up her mind about Eve, and nothing will change it. Since Kate is her boss, Chloe has sided with Kate without knowing all the facts. Eve is considering leaving, but is worried Kate will not give her a good reference. Eve has also considered getting some legal advice. This situation is making the entire office environment a very unpleasant place to work. Even though Simon is Kate's friend, he is aware that morale is low and that this is having a negative effect on the business. He wants to intervene, but is not sure how.

Conferences are expensive to run, and because businesses are being more careful with their spending, the demand for conferences has decreased. In order to bring in more revenue, *The Real Event Company* would like to run more of the smaller events such as weddings, and also milestone events, including special birthday celebrations, anniversaries, and work functions. This is a competitive industry, with lots of different businesses entering and operating within the market for small events. Simon needs to consider how he is going to deal with the competition if he expands in this area.

RESOURCE B: EVENT MANAGEMENT ARTICLE

The following article discusses the growing trend of managed events.

Excerpt from an online article:

Event management is a multi-billion-dollar industry, growing rapidly, with conferences,

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career-prospects-event-management-industry](https://institute-of-event-management.com/career-prospects-event-management-industry)*

management is one of the fastest growing professions today.

