SUPERVISOR'S USE ONLY

90839



Level 1 Business Studies, 2017

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

2.00 p.m. Friday 24 November 2017 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.

ASSESSOR'S USE ONLY

QUESTION ONE: WORKPLACE ACCIDENT

Jse the information in Resource A and	l your business	knowledge to	answer this question.
---------------------------------------	-----------------	--------------	-----------------------

Fully explain C	ONE negative co	nsequence of	the workplace a	ccident for the l	ousiness.
Fully explain C	ONE negative co	nsequence of	the workplace a	accident for the I	ousiness.
Fully explain C	ONE negative cor	nsequence of	the workplace a	accident for the I	ousiness.

(c) Discuss a possible solution for Tangiwai which would help to prevent workplace accidents in the future. In your answer: describe a short-term solution explain ONE advantage of this solution fully explain TWO long-term measures that *Tangiwai* could implement to reduce the risk of similar workplace accidents in the future.

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

QUESTION TWO: PRODUCTION DISRUPTION

ASSESSOR'S USE ONLY

As a result of the fibre optic cable damage, Warren's online business was affected for 24 hours. Customers who had made online orders during this disruption were charged twice. This was not discovered until the following week.

e t	the information in Resources A and B, and your business knowledge, to answer this question
	Fully explain TWO possible reactions that customers of <i>Tangiwai</i> might have, after being over-charged for orders.

(b)

	Discuss how Warren could deal with the issue of over-charging. In your answer:			
•	identify TWO short-term solutions			
•	explain ONE advantage of EACH solution			
•	fully explain ONE long-term solution to avoid this happening in the future.			
	rany explain enterior tent conductive avoid the happening in the ratare.			

ASSE USE
-
-
-
-
_
-
-
-
_
-
-

QUESTION THREE: NEW COMPETITION

ASSESSOR'S USE ONLY

Warren recently discovered that some of his designs are being copied by a new, larger competitor. The competitor mass produces their carvings and sells them on popular websites. The competitor uses jade sourced from China and the products are being sold for 15% less than *Tangiwai's* products.

Use the information in Resources A and C, and your business knowledge, to answer this question.

- (a) Discuss the impact of the new, larger competitor on *Tangiwai*.

 In your answer:
 - explain how a new, larger competitor could negatively affect a small business like *Tangiwai*

•	entering the market.

(b)

	Discuss how Warren could deal with the issue of the new competitor copying his designs. In your answer:				
•	describe TWO solutions				
•	choose the better solution and fully explain how it would resolve the issue				
•	fully explain ONE long-term consequence of the better solution for <i>Tangiwai</i> .				
		_			
		_			
		_			
		_			
		_			
		_			
		_			
		_			
		_			
		_			
		_			
		_			
		_			
		_			
		_			
		_			

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

NIESTION	I	Extra space if required. Write the question number(s) if applicable.	ASSES USE 0	SOR'S ONLY
QUESTION NUMBER				

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

ASSESSOR'S USE ONLY

QUESTION	write the question number(s) if applicable.
QUESTION NUMBER	