

90839



908390



NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

SUPERVISOR'S USE ONLY

## Level 1 Business Studies, 2013

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

2.00 pm Wednesday 20 November 2013

Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Apply business knowledge to an operational problem(s) in a given small business context.	Apply detailed business knowledge to an operational problem(s) in a given small business context.	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 2–8 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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You are advised to spend 60 minutes answering the questions in this booklet.

Read ALL of the resources in the resource booklet for Business Studies 90839 before you begin answering the questions in this booklet.

### QUESTION ONE: TECHNOLOGY FAILURE

*The American Pantry's* online booking system is not working consistently, because the website keeps crashing, and many diners have arrived at the restaurant to find their bookings have not been received.

Use the information in Resources A, B, and C, and your business knowledge, to complete parts (a) to (c) to fully explain the communication issues.

- (a) Describe one benefit for *The American Pantry* of using an online booking system.

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- (b) Fully explain TWO possible reactions *The American Pantry's* customers might have to the failure of the online booking system, **other than** disappointment at the inconvenience of their booking not being received.

(1) 

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(2) 

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(c) Discuss the best way for *The American Pantry* to deal with its online booking system issues.

In your answer:

- describe ONE appropriate **short-term** solution
- explain TWO advantages of this solution
- fully explain TWO **long-term** solutions that *The American Pantry* should consider in order to avoid booking problems in the future.

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**QUESTION TWO: WORKPLACE INCIDENT AND NEGATIVE PUBLICITY**ASSESSOR'S  
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Twenty of *The American Pantry's* customers contracted food poisoning in one night. As a result, the restaurant has received many poor online reviews.

Use the information in Resources A and B, and your business knowledge, to complete parts (a) to (c) to fully explain the issues caused by the food poisoning.

- (a) Define the term “negative publicity”.

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- (b) Fully explain TWO possible actions *The American Pantry* could take to improve food quality and avoid food poisoning.

(1)

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(2)

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- In your answer:

- describe TWO appropriate **solutions**
- choose the **better solution** *AND* explain how it would deal with the issue
- fully explain why it would be a better solution than the other one, by explaining **a short-term and a long-term consequence** of the solution.

**QUESTION THREE: WORKPLACE CONFLICT**ASSESSOR'S  
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Some of the employees of *The American Pantry* feel that they are being bullied into working more hours than is stated in their employment contract. This is creating conflict between management and employees.

Use the information in Resources A and D, and your business knowledge, to complete parts (a) to (c) to fully explain the issues around the workplace conflict.

(a) Define the term “workplace conflict”.

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(b) Fully explain the consequences of workplace bullying, by using TWO examples, **other than** the one mentioned in the box above.

(1)

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(2)

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In your answer:

- describe ONE appropriate **short-term** solution to solve the workplace conflict issue
- explain TWO advantages of this solution
- fully explain TWO **long-term** measures *The American Pantry* could implement to avoid similar workplace conflict issues in the future.

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

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