

**90839R**



## **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

#### **RESOURCE BOOKLET**

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

Check that this booklet has pages 2–4 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 American Pantry Restaurant***

*The American Pantry* is a popular restaurant which has been operating for five years and has had an excellent reputation in the local community. *The American Pantry* employs 20 staff – full-time, part-time, and casual. There have been some major staff changes in the last month, including the head chef.

*The American Pantry* has recently upgraded its website to incorporate an online booking system, which is managed by its own staff. The owner, Joy Fisher, is very aware of the need to maintain an online presence, to ensure that *The American Pantry's* customers are able to go online to view its menu and to make bookings. Her research clearly shows that the number of Kiwis replacing the telephone with the Internet has increased in the past few years.

Since the staff changes, *The American Pantry* has been having difficulty sourcing good-quality fresh produce. In particular, some of the meat and fish it has been using has not been meeting its usual high standards. Some fresh produce has not been stored or prepared under the right conditions.

Some of *The American Pantry's* customers have experienced food poisoning after a visit to the restaurant. Joy is extremely worried about negative publicity, as well as a public perception of poor hygiene standards at the restaurant. She is particularly concerned about the possibility of receiving poor reviews on the many online restaurant review websites.

Joy has also received a letter from one of her staff, making an official complaint about bullying by her manager. This is in relation to the number of hours the staff member has been forced to work. She realises this is a very serious issue, and has arranged to meet her business mentor to talk through the options for dealing with it.

**RESOURCE B: ONLINE NEWSPAPER ARTICLE**

## Online reviews have some at boiling point

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See source (adapted): <http://www.stuff.co.nz/technology/digital-living/7691463/Online-reviews-have-some-at-boiling-point>*

The law is still developing around online defamation in New Zealand. © Fairfax NZ News

## RESOURCE C: ADVERTISEMENT

# WWW BOOKINGS

**WWW BOOKINGS** will organise your online restaurant booking system for you –  
no hassle ... no work ... multiple benefits!!!

WHY do you need us?

- 55% of customers use a search engine to find a restaurant
- 43% of customers prefer to book online
- Over 1 million online bookings made in New Zealand in 2012
- 38% read other customers' reviews online before booking a restaurant
- 43 seconds – the time it takes on average to book a restaurant online

**Call us on 0800 wwwbook for a free quote**

## RESOURCE D: RESEARCH RESULTS – WORKPLACE BULLYING

The results of a study conducted by a joint university research team from Auckland,

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See source (adapted): [http://money.msn.co.nz/career/getahead/1040123/  
kiwis-worst-work-bullies-in-the-world](http://money.msn.co.nz/career/getahead/1040123/kiwis-worst-work-bullies-in-the-world)*

“negative acts” at work.