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90837M



908375



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

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Mātauranga Pakihi, Kaupae 1, 2020

90837M Te whakaatu māramatanga ki ngā āhuatanga ā-roto o tētahi pakihi iti

9.30 i te ata o Tāite, te 26 o Noema, 2020
Ngā whiwhinga: E whā

Paetae	Kaiaka	Kairangi
Te whakaatu māramatanga ki ngā āhuatanga ā-roto o tētahi pakihi iti.	Te whakaatu i te hōhonu o te māramatanga ki ngā āhuatanga ā-roto o tētahi pakihi iti.	Te whakaatu i te matatau ki ngā āhuatanga ā-roto o tētahi pakihi iti.

Tirohia kia kitea ai e rite ana te Tau Ākonga ā-Motu (NSN) kei runga i tō puka whakauru ki te tau kei runga i tēnei whārangi.

Me whakamātau koe i ngā tūmahi KATOAA kei roto i tēnei pukapuka.

Kōrerohia ngā mātauranga pakihi e hāngai ana me ngā ariā pakihi Māori, tētahi rānei o ēnei, i roto i ō tuhinga.

Mēnā ka hiahia whārangi atu anō mō ō tuhinga, whakamahia ngā whārangi wātea kei muri o tēnei pukapuka.

Tirohia kia kitea ai e tika ana te raupapatanga o ngā whārangi 2–21 kei roto i tēnei pukapuka, ka mutu, kāore tētahi o aua whārangi i te takoto kau.

HOATU TE PUKAPUKA NEI KI TE KAIWHAKAHAERE HEI TE MUTUNGA O TE WHAKAMĀTAUTAU.

TE TAPEKE

MĀ TE KAIMĀKA ANAKE

Kua hia tau nei a Joe e whakahaere ana i tana pakihiri rīhi poti hī ika, i a *JoeFish* i Te Tara o Te Ika a Māui. Ka whakaritea e ia he haerenga hī ika, he hāwhe rā rānei, he rā kotahi rānei te roa, ā, kei a ia ngā taputapu katoa e whai hua ai te haere i runga i te moana. E hau nei ngā rongo o *JoeFish* i te pai o te manaaki, i te pai o te tiakina o ngā taputapu, me āna kaimahi whakahoahoa. Nō nā tata nei i whakawhiwhia ai ki a *JoeFish* te tohu ā-rohe mō te ora tautini.

(a) Tautuhia te kupu ā-pakihi nei, arā te ‘pātuitanga’, ā, āta whakamāramatia ngā painga E RUA ki a Joe rāua ko Bruce o te whakahaere i tā rāua pakihi hei pātuitanga.

Joe has been successfully operating a fishing charter business, *JoeFish*, in the Coromandel for many years. He offers half-day and full-day fishing trips, and provides the equipment needed for a successful day out on the water. *JoeFish* has a great reputation for good service, well-maintained equipment, and friendly staff. *JoeFish* has also recently received a regional award for sustainability.

(a) Define the business term 'partnership', and fully explain TWO advantages to Joe and Bruce of operating their business as a partnership.

- whakamāramatia TĒTAHI rerekētanga o te pātuitanga me te kamupene whai rēhitatanga
- āta whakamāramatia te āhua o te pānga o tēnei ki a Joe rāua ko Bruce ki te whakatūria a *JoeFish* hei kamupene whai rēhitatanga, kua hei pātuitanga.

- In your answer:

- explain ONE difference between a partnership and a registered company
- fully explain how this difference could impact Joe and Bruce if a registered company structure was formed for *JoeFish* instead of a partnership.

Me mātua mōhio ngā kiritaki o nāianeī me ērā o anamata pea, e whakahaerehia ana a *JoeFish* ināianeī i raro i te ingoa hou o *JB Fishing and Diving*, ā, kua wātea ināianeī ngā haerenga ruku me ngā haerenga hī ika.

- tautuhia ngā huarahi whakawhiti kōrero E RUA e wātea ana hei whai mā *JB Fishing and Diving* ki te whakawhiti kōrero ki ana kiritaki o nāianeī me ērā o anamata pea
- mō TĒTAHI o aua huarahi, āta whakamāramatia tōna whai take ki te whakamōhio atu i te panonitanga o te ingoa o te pakihi me te ratonga hou e tukuna ana e *JB Fishing and Diving* ki ana kiritaki o nāianeī me ērā o anamata pea.

As a result of the change in ownership structure, Joe and Bruce changed the business name to *JB Fishing and Diving*.

(a) Fully explain how *JB Fishing and Diving* could reach its existing and potential customers, and the effectiveness of this communication.

- identify TWO methods of communication *JB Fishing and Diving* could use to communicate with its existing and potential customers
- for ONE of these methods, fully explain its effectiveness in communicating the change in business name and new service provided by *JB Fishing and Diving* to existing and potential customers.

(b) Using a small business (maximum of 20 workers and/or with local or community significance) you have studied in depth, fully explain the barriers to communication that could exist between your chosen business and its employees.

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

- explain ONE example of a possible barrier that might prevent your chosen business from effectively communicating with its employees
- fully explain how this barrier could be overcome by the business, and the impact on the business of overcoming this communication barrier.

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TE TŪMAHI TUATORU: Ngā whāinga ā-pakihi me te angitu

I ngā tau ki muri, i hau te rongō o *JoeFish* i te pai o tana manaaki, i te pai o te tiakina o ana taputapu me ana kaimahi whakahoahoa. I whakawhiwhia ki a *JoeFish* tētahi tohu ā-rohe mō te oranga tautini.

Kua kotahi tau te roa o *JB Fishing and Diving* e whakahaerehia ana. E pūkeke ana a Joe rāua ko Bruce ki te whakaea tonu i ngā hiahia o ngā kiritaki, kia angitu ai hoki tā rāua pakihi. Kua whakatau rāua ki te whakarite i ētahi whāinga ā-pakihi mō te tau tuarua o te rere o te pakihi.

- (a) (i) Tautuhia te kīanga 'whāinga ā-pakihi', ā, whakaahuatia tētahi whāinga ā-pakihi ka pai pea mā *JB Fishing and Diving*.

- (ii) Āta whakamāramatia ngā take e hiranga ana te whāinga i whakamāramatia rā e koe i te wāhanga (i) ki a *JB Fishing and Diving*.

QUESTION THREE: Business objectives and successASSESSOR'S
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In the past, *JoeFish* had a great reputation for good service, well-maintained equipment, and friendly staff. *JoeFish* received a regional award for sustainability.

JB Fishing and Diving has been operating for a year now. Joe and Bruce are determined to continue to satisfy their customers and achieve business success. They have decided to set some new business objectives for their second year of business.

- (a) (i) Define the term 'business objectives', and describe a possible business objective for *JB Fishing and Diving*.

- (ii) Fully explain why the objective you described in (i) is important for *JB Fishing and Diving*.

Mātauranga Pakihi 90837M, 2020

He whārangi anō ki te hiahiatia.
Tuhia te tau tūmahi mēnā e hāngai ana.

MĀ TE
KAIMĀKA
ANAKE

TE TAU
TŪMAHI

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

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QUESTION
NUMBER

He whārangi anō ki te hiahiatia.
Tuhia te tau tūmahi mēnā e hāngai ana.

TE TAU
TŪMAHI

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

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QUESTION
NUMBER

English translation of the wording on the front cover

Level 1 Business Studies 2020

90837M Demonstrate an understanding of internal features of a small business

9.30 a.m. Thursday 26 November 2020
Credits: Four

90837M

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 2–21 in the correct order and that none of these pages is blank.

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