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90837M



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## Mātauranga Pakihi, Kaupae 1, 2021

KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

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

Ngā whiwhinga: E whā

Paetae	Kaiaka	Kairangi
Te whakaatu māramatanga ki ngā āhuatanga ā-roto o tētahi pakihi iti.	Te whakaatu i te māramatanga, e whai taipitopito ana, ki ngā āhuatanga ā-roto o tētahi pakihi iti.	Te whakaatu i te tōtōpū o te māramatanga 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 KATOA 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 2–23 kei roto i tēnei pukapuka, ka mutu, kāore tētahi o aua whārangi i te takoto kau.

Kaua e tuhi i ngā wāhanga e kitea ai te kauruku whakahāngai (﴿﴿﴿﴿﴾). Ka tapahia pea taua wāhanga i te wā e mākahia ana te pukapuka.

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

#### He pārongo hei horopaki

He toa mō ngā āhuatanga reti-huka a *Ski Explore* nā te kaipakihi takitahi, nā Ryan. Kei Ohakune, i Aotearoa a *Ski Explore*, he wāhi tērā e paingia ana hei wāhi reti-huka i te takurua. Hokona ai e *Ski Explore* ngā papa reti me ētahi atu taputapu reti-huka, tae atu ki ngā kākahu me ngā tautara. Nā konei, he nui ake ngā hokonga a *Ski Explore* i ngā marama o te takurua, tēnā i te raumati. Nā te mea he rakahinonga ia, e whai ana a Ryan kia kitea he ara auaha e riro mai ai he moni whiwhi i te roanga o te tau, mā te whakamahi i ana rawa o te wā nei. E mea ana ia ki te tautohu i ētahi atu o ngā hiahia o ana kirihoko me te rapu huarahi e ea ai aua hiahia i te roanga o te tau.

#### TE TŪMAHI TUATAHI: Te rakahinongatanga me ngā puna pūtea

Kua kite a Ryan, e tupu haere ana te tokomaha o ngā kaihōpara me ngā kaieke paihikara e haere ana i ngā ara hīkoi me ngā ara paihikara i te takiwā o Ohakune i te raumati. E hiahia ana ia kia whai painga i tēnei mahi. Ka whakatau a Ryan ki te panoni i te ingoa o *Ski Explore* ki a *Explore More*, ka whakawhānui ai i ana taonga kia uru mai ai ngā taputapu mō te hōpara me te eke paihikara. He whāinga hoki tā Ryan kia whakaritea he hāereere ā-hōpara, ā-paihikara hoki hei whakatairanga i ngā whenua whakamīharo o Aotearoa i runga i te whakaaro ki te toitū ā-taiao, e wātea ai ki ngā kaitāpoi nō uta, nō tāwāhi anō hoki ngā tirohanga whenua me ngā tūmahi pai katoa e tata ana ki Ohakune.

r	Matapakitia te pānga o ngā āhuatanga ā-rakahinonga o Ryan ki a $Ski\ Explore$ . (Ko ngā āhuat ngā pūmanawa kua ū noa ki roto i te tangata.) Fautokona tā tubinga mā ta whakashua i ta mahi a ta rakahinanga ma ngā āhuatanga.
آج	Tautokona tō tuhinga mā te whakaahua i te mahi a te rakahinonga me ngā āhuatanga ā-rakahinonga kua whakaaturia e Ryan.
_	Tranamioniga naa imanaatana o riyam
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#### **Background information**

Ski Explore is a sole trader ski shop owned by Ryan. Ski Explore is located in Ohakune, New Zealand, a popular winter ski destination. Ski Explore sells skis and other ski gear, including clothing and accessories. Naturally, Ski Explore makes more sales during the winter months than in the summer. Being an entrepreneur, Ryan wants to find innovative ways to earn revenue all year round, using his current resources. He plans to identify other possible needs of his customers and find ways to meet those needs throughout the year.

#### QUESTION ONE: Entrepreneurship and sources of finance

Ryan has noticed that there is a growing number of trampers and cyclists using the walking and cycle trails around Ohakune in summer. He wants to take advantage of this trend. Ryan decides to change the name of *Ski Explore* to *Explore More* and increase his range of stock to include tramping and cycling gear. Ryan also has a vision to offer walking and cycling tours to showcase New Zealand's most amazing landscapes in an environmentally sustainable way, so that both domestic and international tourists can access the best sights and activities around Ohakune.

(a)	Discuss the impact of Ryan's entrepreneurial characteristics on $Ski\ Explore$ . (Characteristics are qualities that occur naturally in a person.) Support your answer by describing the role of the entrepreneur, and the entrepreneurial characteristics that Ryan has shown.

I muri i te panonitanga o te ingoa o te pakihi i a *Ski Explore* ki a *Explore More*, e mõhio ana a Ryan me mātua hoko e ia te maha o ngā rawa hou e whānui ake ai ngā kākahu mō waho me ngā tautara i *Explore More* e wātea ana ki ngā kirihoko hou e whāia ana e ia.

(b)	(i)	Tautohua tētahi puna pūtea mō te wā-poto hei hoko i ngā rawa hou.
	(ii)	Matapakitia TĒTAHI painga me TĒTAHI mate o te puna pūtea mō te wā poto i tautohua rā e koe.

After changing the name of the business from *Ski Explore* to *Explore More*, Ryan knows that he needs to purchase a significant amount of new inventory to enable *Explore More* to offer a wider range of outdoor clothing and accessories to his new target market.

(b)	(i)	Identify a short-term source of finance for purchasing the new inventory.
	(ii)	Discuss ONE advantage and ONE disadvantage of the short-term source of finance you have identified.

### TE TŪMAHI TUARUA: Ngā hononga i waenga i te kaituku mahi me te kaimahi

		ta tā Ryan whakatinana i tana whāinga cara hoki mā te tuku mahi ki ngā kaima	<b>1</b>
	Kua mau Nek ārah	Holly te kaiārahi hāereere ā-hōpara. roa a Holly e ngākaunui ana ki ngā anga me ngā ngahere o Aotearoa. se atu ana i te tekau tau te roa ōna e ni ana i ngā hāereere ā-hōpara, puta i Aotearoa, i Ahitereiria me Nēpara.	Ko Dan te kaiārahi hāereere ā-paihikara. I whānau a Dan, i whakapakeketia hoki ia ki Ohakune. Nā te mātauranga ā-rohe me ngā wheako kua whai rā ia i tana pakeke haere i te rohe, e whai tikanga nei tana ārahi i ngā hāereere ā-paihikara.
Te r	nātāpuı	na o ngā whakaahua: https://www.freepik.com/free-p	photos-vectors/face
		te kaituku mahi me te kaimahi hei hono i a	ahirahira ana tana whakarite i ngā hononga whai hua a rātou ko Dan, ko Holly. aai hua ngā hononga i waenga i te kaituku mahi me
	(ii)		ngā take E RUA, mā te whakatakoto tauira anō hoki, n whakarite, tāna whakaū hoki i ngā hononga whai mahi.

Ryan begins to implement his vision of offering tramping and cycling tours by hiring two

#### QUESTION TWO: Employer-employee relationships

em	ploye	ees.	
Sou	has has has guid	ly is the tramping tour guide. Holly a long-standing love affair with v Zealand mountains and bush. She more than ten years' experience of ding tramping tours throughout New land, Australia, and Nepal.	Dan is the cycling tour guide. Dan was born and raised in Ohakune. The local knowledge and experience he has gained from growing up in the area qualifies him well for running the cycling tours.
			t is important that he establishes effective employer-
emp (a)	(i)	relationships with Dan and Holly.  What is the meaning of the term 'effective	e employer-employee relationships'?
	(ii)	Explain, with TWO reasons, and by using and maintain effective employer-employe	examples, why it is important for Ryan to establish e relationships.

(iii)	Ka pēhea te pānga o ngā hononga whai hua i waenga i te kaituku mahi me te kaimahi ki a <i>Explore More</i> ?

What ir	npact would o	effective emp	oloyer-emplo	oyee relation	nships have o	on <i>Explore M</i>	lore?

(b)

Whakaurua ngā taipitopito o tētahi pakihi iti kua rangahaua e koe (kāore e nui ake ana i te 20 ōna

	ingoa o te pakihi iti:
He	rawa ka hokona, he ratonga rānei ka tukuna:
)	Tautohua ngā āhuatanga e RUA o te tū hei kaituku mahi pai mō tēnei pakihi iti.
	Te āhuatanga (1):
	Te āhuatanga (2):
i)	Whakamāramatia te take e whakaatu ana ia āhuatanga i te tūnga o tēnei pakihi hei kaituk mahi pai.

(b)

	ne box below, enter the details of a small business (maximum 20 workers and/or with local or nmunity significance) that you have studied.
	ame of the small business:  bod(s) sold or service(s) provided:
(i)	Identify TWO features of being a good employer for this small business.  Feature (1):
	Feature (2):
(ii)	Explain why each feature shows that this business is a good employer.

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

Kua toru tau ināianei a *Explore More* e whakahaerehia ana i runga i te angitu, ā, nō nā tata nei a Ryan i tonoa ai kia tū hei kaikōrero ki te kura tuarua o te rohe. I pātai tētahi tauira, he aha e pēnei rawa nei te angitu o *Explore More*.

I whakautu a Ryan, ko tētahi āhuatanga matua, ko te kore i noho o te whai hua-pakihi anake tana whāinga pakihi. I tukuna e ia ngā take e whai ake nei hei take e angitu nei ia:

- ko te whai kia kairangi ngā rawa me ngā ratonga ka tukuna e ia
- ko te haepapa ā-hapori o te tū
- ko te whai hononga e whai hua ana i waenga i te kaituku mahi me te kaimahi.

(a)	(i)	Tautuhia te kīanga 'whāinga ā-pakihi'.
	(ii)	Whakamāramatia ngā take e RUA e whakahirahia ana ngā whāinga ā-pakihi ki a <i>Explore More</i> .

#### QUESTION THREE: Business objectives and business success

*Explore More* has now been operating successfully for three years, and Ryan was recently asked to be a guest speaker at the local high school. One student asked why *Explore More* is so successful.

Ryan replied that a key factor is not making profit his only business objective. He gave the following reasons for his success:

- striving for excellence with the goods and services he provides
- being socially responsible
- having effective employer-employee relationships.

(a)	(i)	Define the term 'business objective'.
	(ii)	Explain TWO reasons why business objectives are important to <i>Explore More</i> .

E hāngai pū ana te angitu ā-pakihi ki te whakatutukihanga o ngā whāinga ā-pakihi e SMART

Me SMART rawa ngā whāinga ā-pakihi – arā, me whāiti (S), me taea te ine (M), me rarawe

(A), me hāngai (R), me arotau hoki te wā (T). Mā te whakatutuki i ngā whāinga e SMART ana e āwhina ki te ārahi i te pakihi ki te pae o angitu. Kōwhiria (✔) TĒTAHI o ngā āhuatanga angitu o Explore More: Ko te whai kia kairangi ngā rawa me ngā ratonga ka tukuna Ko te haepapa ā-hapori o te tū He hononga whai hua i waenga i te kaituku mahi me te kaimahi (b) (i) Mā te whakamahi i taua āhuatanga angitu, whakarārangitia tētahi whāinga ā-pakihi mā Explore More e SMART ana, tērā pea ka whai hua. Whakaahuatia TĒTAHI huarahi (tētahi mahi) e taea ai e Explore More te whai hei (ii) whakahaere i tana pakihi e tutuki ai te whāinga ā-pakihi e SMART ana i whakarārangitia rā.

E rere tonu ana tēnei tūmahi i te whārangi e whai ake nei. ➤

Business success is directly related to achieving SMART business objectives.

Business objectives should be SMART – specific, measurable, attainable, relevant, and timely. Implementing SMART objectives helps to steer a business towards success.

Sel	ect (🗸)	ONE of Explore More's success factors:
	Strivin	g for excellence with goods and services
	Social	responsibility
	Effecti	ve employer-employee relationships
(b)	(i)	Using this success factor, outline a potential SMART business objective for <i>Explore More</i> .
	(ii)	Describe ONE way (one action) in which <i>Explore More</i> could operate its business to meet the outlined SMART business objective.

This question continues on the following page. ➤

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

TE TAU TŪMAHI	
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# Extra space if required. Write the question number(s) if applicable.

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

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

TE TAU TŪMAHI	
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QUESTION NUMBER	write the question number(s) if applicable.	
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## English translation of the wording on the front cover

## **Level 1 Business Studies 2021**

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

Credits: Four

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 2–23 in the correct order and that none of these pages is blank.

Do not write in any cross-hatched area (
). This area may be cut off when the booklet is marked.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.