See back cover for an English translation of this cover



90837M



Mātauranga Pakihi, Kaupae 1, 2013

90837 Whakaaturia he māramatanga ki ngā āhuatanga ā-roto o tētahi pakihi iti

2.00 i te ahiahi o te Rāapa, te 20 o Whiringa-ā-rangi, 2013 Whiwhinga: E Whā

Paetae	Kaiaka	Kairangi
Whakaaturia he māramatanga ki ngā āhuatanga ā-roto o tētahi pakihi iti.	Whakaaturia he māramatanga taipitopito ki ngā āhuatanga ā-roto o tētahi pakihi iti.	Whakaaturia te matatau ki ngā āhuatanga ā-roto o tētahi pakihi iti.

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

Me whakamātau koe i ngā pātai KATOA kei roto i tēnei puka.

Kōrerohia ngā mātauranga pakihi e hāngai ana, ngā ariā pakihi Māori hoki rānei, i roto i ō whakautu.

Mena ka hiahia whārangi atu anō hei tuhituhi i ō whakautu, whakamahia ngā whārangi wātea kei muri o tēnei puka.

Tirohia mena e tika ana te raupapatanga o ngā whārangi 2-23 kei roto i tēnei puka, ka mutu, kāore tētahi o aua whārangi i te takoto kau.

ME HOATU KOE I TĒNEI PUKA KI TE KAIWHAKAHAERE Ā TE MUTUNGA O TE WHAKAMĀTAUTAU.



Ko te whakahau, kia whakapau koe i te kotahi haora e whakautu ana i ngā pātai kei roto i te puka nei.

MĀ TE KAIMĀKA ANAKE

TE PĀTAI TUATAHI: NGĀ WHĀINGA ME NGĀ PAETAE PAKIHI

Whakamahia ngā kōrero o roto i ngā pouaka me ō mōhiotanga pakihi hei whakaoti i ngā tūmahi e whai ake nei.

Kua 10 tau te roa o te whanaungatanga i waenga i te iwi o te rohe me *Mīere Reka*. Pakari ana ngā hononga o te tokomaha o ana kaimahi ki te rohe pātata. Nō roto tonu i te rohe pātata te mīere, ā, he mea kohikohi e ngā kaimahi whai pūkenga ki ngā tikanga hīkaro e pai ana ki te taiao. He paetae pakihi ā *Mīere Reka*, pērā tonu i te huhua o ngā pakihi.

a)	Whal	kamāramatia te kīanga "paetae pakihi".
b)		ihia kia RUA ngā paetae pakihi a <i>Mīere Reka</i> , ā, āta whakamāramatia hoki me pēhea e i ai ngā paetae nei kia angitu ai te pakihi.
	(1)	
	(2)	

You are advised to spend 60 minutes answering the questions in this booklet.

ASSESSOR'S USE ONLY

QUESTION ONE: BUSINESS AIMS AND OBJECTIVES

Use the information in the boxes and your business knowledge to complete the following tasks.

Mīere Reka (Sweet Honey) has had a relationship with the local iwi (large Māori tribal group) for the past 10 years. A large number of its staff have strong connections to the local area. Honey is sourced locally and harvested by staff skilled in extraction methods that are environmentally friendly. Like any other business, *Mīere Reka* has a number of business objectives.

(a)) Define the term "business objectives".	
b)) Identify TWO business objectives of <i>Mīere Reka</i> and fully explain how objectives to become a successful business.	it could achieve these
	(1)	
	(2)	

MĀ TE KAIMĀKA ANAKE

Whakaurua ai e *Mīere Reka* te kaupapa o te "rangatiratanga" ki ana whakahaere mā te whakapā atu ki te iwi o te rohe mō ngā whakataunga matua e pā ana ki te whakahaere. He rite tonu te whakaae a ngā iwi, a ngā kaiwhakahaere, me ngā kaimahi ki ngā whāinga me ngā paetae pakihi, engari, tērā pea he tohe ka puta e pā ana ki te huarahi ka whāia kia tutuki ai aua whāinga me ngā paetae rā.

Matapakina kia mōhiotia ai he pēhea tā te kaupapa o te **rangatiratanga** āwhina i a *Mīere* (c) Reka ki te whakatutuki i ana paetae pakihi.

I roto i tō whakautu:

- whakaahuatia tētahi tohe tērā pea ka puta i waenga i te iwi, i ngā kaiwhakahaere, me ngā kaimahi, ina whāia ko TĒTAHI o ngā paetae pakihi i whakapuakina ai i te wāhanga

•	āta whakamahukitia he pēhea tā te kaupapa o te rangatiratanga āwhina i te umanga ki te karo i tērā momo tohe. Tuhia he tauira hei tautoko i ō whakamahukitanga.

E rere tonu ana Te Pātai Tuatahi i te whārangi 6 >

ASSESSOR'S USE ONLY

Mīere Reka incorporates the philosophy of "rangatiratanga" in its operations by ensuring the local iwi is consulted on significant management decisions. There is often general agreement between iwi, management, and employees about the business' aims and objectives, but there may be conflict about how to achieve them.

(c) Discuss how the philosophy of **rangatiratanga** may help *Mīere Reka* to achieve its business objectives.

In your answer:

- describe a possible conflict between iwi, management, and employees that could occur, when ONE of the business' objectives stated in (b) is being pursued

fully explain how the philosophy of rangatiratanga would assist the firm in avoiding such conflict. Provide examples to support your explanation.

Question One continues on page 7 ➤

MA TE KAIMĀK ANAKE
ANAKI

ASSESSOR'S USE ONLY
1

TE PĀTAI TUARUA: TE WHAKAWHITI WHAKAARO

MĀ TE KAIMĀKA ANAKE

Whakamahia ngā kōrero o roto i ngā pouaka me ō mōhiotanga pakihi hei whakaoti i ngā tūmahi e whai ake nei.

Me mātua whaihua, whai tikanga hoki ngā pūnaha whakawhiti whakaaro a ngā pakihi katoa.

Whakaahu whakaaro v	atia me pēhea e tutuki ai i a <i>Mīere Reka</i> āna paetae i te whakawhiti whaihua.
_	
ngā kaiwha	mahukitia, homai tauira hoki, e whakamārama ana i ngā take ka whāia kētia e akahaere te pūnaha whakawhiti whakaaro ara-rua, kaua kē ia i te ara-tahi, ina i whakaaro rātou me ā rātou kaimahi.

QUESTION TWO: COMMUNICATION

ASSESSOR'S USE ONLY

Use the information in the boxes and your business knowledge to complete the following tasks.

Describe how effective communication will assist <i>Mīere Reka</i> in achieving its objectives.
Fully explain, with examples, why management at <i>Mīere Reka</i> would use two-way rather than one-way communication with their staff.

Whāia ai e te pakihi te whānuitanga o ngā ara whakawhiti whakaaro ā-ataata, ā-tuhi, ā-kōrero hoki.

MĀ TE KAIMĀKA ANAKE

(c) Kia hoki ō mahara ki tētahi pakihi iti (kāore e neke atu i te 20 ngā kaimahi, ā, he whakahirahira ki te hapori rānei, ki te rohe rānei) kua mātaitia ai e koe, ka matapaki ai i ngā ara whakawhiti whakaaro i whāia e te pakihi e whai tikanga ai ā rātou whakahaere.

Me MĀTUA whiriwhiri e koe ētahi o ēnei momo ara whakawhiti whakaaro e whakaatuhia mai ana i raro nei.

Ā-ataata Ā-tuhi Ā-kōrero

I roto i tō whakautu:

- whakaahuatia kia RUA ngā momo ara whakawhiti whakaaro i whāia ai e taua pakihi
- āta whakamahukitia, homai tauira hoki, e whakamārama ana i ngā wā e tika ana ia momo ara whakawhiti whakaaro ki te pakihi.

Te ingoa o te pakihi iti	
Te/ngā rawa e hokona ana, te/ngā ratonga rānei e tukuna ana	
Ngā momo ara whakawhiti whakaaro	

E rere tonu ana Te Pātai Tuarua i te whārangi 12 >

ASSESSOR'S USE ONLY

Businesses use a range of visual, written, and oral communication. (c) Referring to a small business (up to 20 employees and/or with local or community significance) that you have studied, discuss the methods of communication used by businesses to ensure they operate efficiently. You MUST choose from the types of communication shown below. Visual Written Oral In your answer: describe TWO types of communication used by the named business fully explain, with examples, when each type of communication is most suitable for the business. Name of the small business Good(s) sold or service(s) provided Types of communication selected

Question Two continues on page 13 ➤

MA TE KAIMĀK ANAKE
ANAKI

USE ONLY
1

TE PĀTAI TUATORU: NGĀ KAUTE PŪTEA

MĀ TE KAIMĀKA ANAKE

Whakamahia ngā kōrero o roto i ngā pouaka me ō mōhiotanga pakihi hei whakaoti i ngā tūmahi e whai ake nei.

Me mātua whakahaere ngā pūtea a te pakihi iti, engari he wā pea ka uaua ki ētahi o te hunga nāna nei te pakihi.

Reka. Mīere	nia kia RUA ngā kaiwhakamahi tērā pea ka whakamahi i ngā kaute pūtea a <i>Mīere</i> Āta whakamahukitia te / ngā take ka hiahia aua kaiwhakamahi ki ngā kaute pūtea a <i>Reka</i> . Homai he tauira hei taunaki i ō whakamahukitanga.
(1)	
-	
-	
(2)	
(-)	

QUESTION THREE: FINANCIAL RECORDS

ASSESSOR'S USE ONLY

Use the information in the boxes and your business knowledge to complete the following tasks.

Managing the finances of a small business is essential, but can be challenging for some

owners. (a) Describe the purpose of financial records in a small business. (b) Identify TWO potential users of Mīere Reka's financial records. Fully explain why each user would be interested in the financial records of Mīere Reka. Give examples to support your explanations. (1) (2)

MĀ TE			
KAIMĀKA			
ANAKE			

Kua puritia e *Mīere Reka* āna kaute pūtea katoa e taea ai tētahi Kīanga Moni Whiwhi tika te whakaoti.

Āta whakamahukitia te hiranga o tētahi Kīanga Whiwhi Moni. I roto i tō whakautu:		
roto	то wnaкautu: tautuhia te take o tētahi Kīanga Whiwhi Moni	
	whakamahukitia kia RUA ngā raruraru ka whakaatuhia pea e te Kīanga Whiwhi Moni	
	āta whakamahukitia ngā mahi hei whai pea mā <i>Mīere Reka</i> e pai ai tana karo i aua raruraru ā muri ake nei.	

Mīere Reka has retained all of its financial documents in order to complete an accurate Income Statement.

ASSESSOR'S USE ONLY

•	our answer: identify the purpose of an Income Statement
•	explain TWO problems the Income Statement may reveal
•	fully explain actions Mīere Reka could take to avoid these problems in the future.

TE PĀTAI TUAWHĀ: TE RANGAHAU TAUHOKOHOKO

MĀ TE KAIMĀKA ANAKE

Whakamahia ngā kōrero o roto i ngā pouaka me ō mōhiotanga pakihi hei whakaoti i ngā mahi e whai ake nei.

Ko ngā tohungatanga o *Mīere Reka* kei roto i te mahi hanga Mīere Mānuka. E whakaaro ana ngā kaiwhakahaere ki te whakawhānui i te pakihi mā te hanga i ētahi atu momo mīere, pēnei i te Rātā me te Wildflower. Kua whakatauria kia whakahaere rātou i tētahi rangahau tauhokohoko kia pai ai te tātari i ngā pakihi tauwhāinga i mua i te whakawhānuitanga.

Whakaahu	iatia te hiranga o te tātari a te pakih	i i ngā pakihi tauwhāinga.
Āta whaka tautuhi me	mahukitia, ka pēhea tā te rangahau te arotake i ngā hua tērā pea ka pu	tauhokohoko āwhina i a <i>Mīere Reka</i> ki te ıta, i mua i te whakawhānuitanga.

QUESTION FOUR: MARKET RESEARCH

ASSESSOR'S USE ONLY

Use the information in the boxes and your business knowledge to complete the following tasks.

Mīere Reka specialises in the production of Manuka Honey. Management are considering expanding the business into the production of other types of honey, such as Rātā and Wildflower. They have decided to carry out some market research to analyse the competition, prior to any expansion.

Describe the importance of a business analysing its competition.
Fully explain how market research could assist <i>Mīere Reka</i> to identify and evaluate opportunities prior to expansion.

MĀ TE KAIMĀKA ANAKE

Ko te rangahau kohinga hou te momo huarahi ka whāia e *Mīere Reka* ki te kohikohi i ngā kōrero e mātua hiahiatia ana e rātau.

(c) Matapakihia ngā hua ka puta ki a *Mīere Reka* kia oti nei ētahi momo rangahau tauhokohoko kohinga hou i mua i te whakawhānuitanga o tana pakihi.

I roto i tō whakautu:

- whakaahuatia TĒTAHI momo rangahau tauhokohoko kohinga hou hei whāinga pea mā
 Mīere Reka
- whakamahukitia TĒTAHI painga o tēnei momo huarahi rangahau ka puta ki a Mīere Reka

Reка āta whakamahukitia kia RUA ngā raruraru o tēnei momo huarahi rangahau ka pā k Mīere Reka, ina whakatauritea ki te rangahau kohinga o mua.		

Mīere Reka has decided to use primary research as their main method for gathering the information they require.

ASSESSOR'S USE ONLY

(c)	Discuss the benefits for Mīere Reka of completing a range of primary market research prior
	to expanding its business.

In your answer:

describe ONE type of primary market research Mīere Reka could use

•	 explain ONE advantage of this method of research for Mīere Reka fully explain TWO disadvantages of this method of research for Mīere Reka, compa with secondary research. 		

	He whārangi anō ki te hiahiatia.	
U PĀTAI	Tuhia te nama o te pātai, mena e hāngai ana.	

	Extra space if required. Write the question number(s) if applic	cable
QUESTION NUMBER	White the question number (s) it applies	audio.

English translation of the wording on the front cover

Business Studies, Level 1, 2013

90837 Demonstrate an understanding of internal features of a small business

2.00 pm Wednesday 20 November 2013 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.

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