

See back cover for an English translation of this cover

1

90839M



908395



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD
KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

SUPERVISOR'S USE ONLY

Tohua tēnei pouaka
mēnā KĀORE koe
i tuhi kōrero
ki tēnei pukapuka

Mātai Pakihi, Kaupae 1, 2022

**90839M Te whakahāngai i te mātauranga pakihi
ki tētahi/ētahi raru whakahaere i te horopaki
o tētahi pakihi iti kua hora**

Ngā whiwhinga: E whā

Paetae	Kaiaka	Kairangi
Te whakahāngai i te mātauranga pakihi ki tētahi/ētahi raru whakahaere i te horopaki o tētahi pakihi iti kua hora.	Te whakahāngai i te mātauranga pakihi, e whai taipitopito ana, ki tētahi/ētahi raru whakahaere i te horopaki o tētahi pakihi iti kua hora.	Te whakahāngai i te mātauranga pakihi e tōtōpū ana, ki tētahi/ētahi raru whakahaere i te horopaki o tētahi pakihi iti kua hora.

Tirohia kia kitea ai e rite ana te Tau Ākonga ā-Motu (NSN) kei runga i tō puka whakauru ki te tau o runga ake 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 hoki/rānei 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 poroa pea taua wāhanga ka mākahia ana te pukapuka.

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

Pānuitia te rauemi kei raro iho nei i mua i tō whakatutuki i ngā tūmahi kei tēnei pukapuka.

HE HOROPAKI HEI MĀTAI

He patuinga, ā-pakihi nei, ngā māhanga, a Kiara rāua ko Keanu – he tuahine, he tungāne hoki rāua – ka mutu, nā rāua tahi a *Kaha Tahī Workouts (KTW)*, arā, he whare whakapakari tinana e aro ana ki te oranga o ngā whakatipuranga i roto o Whakatāne. Ka poapoa a *KTW* i ngā mema hou ki tōna whare whakapakari tinana mā te toro atu ki ngā whānau i raro i te maru o ngā tikanga me ngā hōtaka whakapakari ngātahi. Ko te whāinga a te pakihi, ko te whakahuihui i ngā tāngata e pai ai tā te whānau whakapakari ngātahi me te whakahau i a rātou anō. He haka kei roto i ētahi o ngā mahi ā-rōpū. Ko te tautake o Kiara rāua ko Keanu, ko te whakairo i te anamata mō rātou, mō ā rāua tamariki anō hoki. Ko te whakatipu i te pakihi ki kō atu o Whakatāne te whāinga pakihi.

Mātāmua ana ko te whānau, koinei te whakaaro, kātahi ko te whakapakari tinana. Kua whakatūria e Kiara rāua ko Keanu tētahi wāhi whakapakari e pai ai tā te whānau hui tahi hei rōpū i raro i te ārahi a ngā kaitohutohu. Kua waihangahia ia mahi whakapakari tinana i runga i te whakaaro e ōrite ana te mana o te katoa – he wāhi a *KTW* e whai tahi ai ngā whānau kia hauora ake te noho i te ao.

E mea ana a *KTW* i roto i ana whakatairanga, ka hāngai ngā mahi o te whare whakapakari tinana ki te katoa. “Ka mau te wehi o te taiao me te tautoko. Turakina ngā taupā, ā, ka kite ngā whānau i ngā hua. E rerekē ana ia mahi whakapakari, ā, nāwai rā ka warawara te tinana ki te mahi rā.”

He pērā tā tētahi kiritaki arotake: “Toa takitini! Te tikanga: arā, te whānau, te taiao – te koke, te whakatītina, te āwhina hoki a tētahi i tētahi! Nā te whānau, mō te whānau.”

E mōhio ana a Kiara rāua ko Keanu, i runga i te mate urutā, kua tino rerekē te ao, ngā mahi, te whai wāhitanga hoki a ngā hāpori/whānau ki ngā rawa me ngā ratonga, ā, nā runga i tēnei āhuatanga, kua wātea te ara ki a Kiara rāua ko Keanu ki te whakatipu i tā rāua pakihi. Inā tata nei rāua i whakatau ai me kaha ake te āhua ki ngā hangarau, kia rite tonu ai te whai wāhi a ngā whānau, ahakoa te āhua o ō rātou ao, ki ā rātou akoranga whakapakari tinana. I te papa kikokiko, ka wātea tā *KTW* toro atu ki ngā tāngata i Whakatāne ka peka atu ana rātou ki te whare whakapakari tinana, ka kuhu ai i te tomokanga, engari mā te hangarau e taea ai e ngā pakihi i ngā tāone paku katoa te toro atu ki te hāpori e whāia ana.

Inā tata nei i tono atu ai a Kiara rāua ko Keanu ki tētahi pakihi waihanga pae tukutuku ki te waihanga i tētahi pae tukutuku me tētahi taupānga pūkoro. I pēnei ai e taea ai e *KTW* te tuku kia māmā noa te torohia o ana akoranga whakapakari mā te ipurangi. Anō te pai o te pae tukutuku me te taupānga pūkoro i waihangahia ai e taua pakihi waihanga pae tukutuku, e taea ai te whakahaere tonu me te whakawhanake tonu, i te pakihi e tipu ana.

Hei whakaheke i ngā utu ukiuki o te hangarau matihiko, i whakatauria e Kiara rāua ko Keanu kia kimi i tētahi tohunga hangarau, i a Alice, māna e whakahaere te pae tukutuku me ngā taupānga, otirā, ko te whakahaere i ngā pāho inamata o ngā akoranga whakapakari. I taunakihia ia e tētahi atu mema o te whare whakapakari, ā, ka tono rāua kia tīmata ia i taua wā tonu rā. Ko te mate kē, kua kitea ake, kāore ngā pūkenga o Alice i eke ki te taumata, nā reira kua hōhā ngā mema o te whare whakapakari i te rite tonu o te putanga o ngā raru i a rātou e whai ana ki te toro ki ngā akoranga inamata i te ipurangi – i uaua te kitea o ngā akoranga, i pōturi hoki te puta mai. Nā konā i mate ai a Kiara rāua ko Keanu ki te whakapau i tētahi wā nui ki te urupare ki ngā amuamu a ngā kiritaki; ā, nā reira i poto iho ai te wā i wātea ai rāua ki te waihanga i ngā mahi whakapakari tinana hou mā ngā kiritaki ka tae ā-tinana me ērā ka hono ā-ipurangi.

Read the resource below before you begin answering the questions in this booklet.

CASE STUDY

Kiara and Keanu, twin sister and brother, are in partnership and co-own *Kaha Tahi Workouts* (KTW), a fitness centre that focuses on generational well-being operating in the community of Whakatāne. KTW attracts members to their gym by engaging with whānau and employing tikanga, and using group exercise programmes. The business objective is to bring people into a group environment where whānau can all work and encourage each other. Some of the group exercises involve the use of traditional Māori dance. Kiara's and Keanu's philosophy is about building a great future for themselves and their tamariki. They have a business objective to grow beyond the Whakatāne community.

The whakaaro (idea) is that it's family first, and then the workout part comes second. Kiara and Keanu have created a workout space where whānau come together as a group to work out under the guidance of instructors. Each workout is created on the basis that everybody is equal – KTW is a space where whānau can strive together for a healthier lifestyle.

KTW says in its marketing that the gym offers fitness for everyone. "The atmosphere and support are fantastic. Push the barriers, and whānau will see the results. Every workout is different, and it becomes addictive."

As one customer review said: "Toa taki tini! Meaning: whānau, atmosphere – pushing, encouraging, and helping one another! By whānau for whānau."

Kiara and Keanu are aware that because of the pandemic, the way the community/whānau live, work and access goods and services has substantially changed, and this has provided Kiara and Keanu with an opportunity to grow their business. They recently decided that the business needs to be more tech-savvy, so that all whānau, whatever their circumstances, can regularly access their fitness classes. With a physical space, KTW can reach the people in Whakatāne when they visit the gym and walk through the front door, but with technology, a business in any small town can reach its target community.

Kiara and Keanu recently employed a web design company to produce a website and mobile app. This was to enable KTW to allow its fitness classes to be accessed live online, with ease. The web design company produced an excellent website and mobile app that could continue to be operated and built on as the business grows.

To reduce ongoing IT costs, Kiara and Keanu decided to recruit an IT expert, Alice, to operate and run the website and apps, in particular managing the live feed for fitness classes. Alice was recommended to them by a gym member, and they employed Alice for an immediate start. Unfortunately, Alice's skill levels have proved to be less than adequate, and gym members have become frustrated with frequent difficulties in accessing the live fitness classes online – the classes have been hard to find and slow to load. Because of this, Kiara and Keanu have had to spend a lot of time responding to customer complaints, reducing the time available to create new fitness workouts for their face-to-face and online customers.

TE TŪMAHI TUATAHI: Ngā wero kimi kaimahi

- (a) Matapakina ngā take e hirahira ana tā ngā pakihi whai i ngā tukanga e tika ana ka kimi kaimahi hou ana rātou.

I tō tuhinga:

- tautuhia te kīanga ‘kimi kaimahi’
- whakamāramatia ngā tukanga kimi kaimahi E RUA i tōna tikanga i whāia e Kiara rāua ko Keanu i tā rāua tuku mahi ki a Alice, ā, whakamāramatia te hua pea ka puta i ia tikanga i roto i te kimi i te tangata e tika ana mō te tūranga.

E waia ana ngā kiritaki o ēnei rā ki ngā mahi ipurangi. Kei te mōhio rātou ki tā rātou e kimi nā, ki hea hoki kitea ai. Nā reira, mēnā e kino ana te hoahoatanga mai o te pae tukutuku, ka heke te mana o te pakihi nōna taua pae rā. Me whai ngā pakihi kia atamai, kia māmā hoki te whakamahia o ō rātou pae tukutuku me ā rātou taupānga e pai ai tā ngā kiritaki pāwhiri haere, e tere kitea ai tā rātou e pīrangi ana. Ko te nuinga o ngā kiritaki ka pīrangi kia tere kitea tā rātou e kimi nā.

(b) Matapakina ngā hua ki a *KTW* o te huakore ukiuki o tā rātou whakahaere i te pae tukutuku me ngā taupānga, me ngā ara ka taea e *KTW* te whai hei whakatau i ngā raru o tā Alice mahi.

I tō tuhinga:

- whakamāramatia tētahi hua ki a *KTW* ka puta i te huakore o tā rātou whakahaere i tōna pae tukutuku me ngā taupānga
- tautohua tētahi mahi ka taea e *KTW* te mahi ināianei hei rongoā mō tēnei raru pūmanawa tāngata i te taha o Alice
- whakamāramatia TĒTAHI huapai o tēnei rongoā mō Alice
- whakamāramatia TĒTAHI painga mauroa ki a *KTW* ka puta i te whakataunga o tēnei raru pūmanawa tāngata.

- In your answer:

- explain a consequence for *KTW* of the inefficient operation of its website and apps
- identify an immediate course of action *KTW* could take to fix this human resource issue with Alice
- explain ONE advantage of this solution to Alice
- explain ONE long-term benefit for *KTW* of solving this human resource issue.

Kua whakapau kaha a Kiara rāua ko Keanu ki te whakaū i te tika o ngā akoranga whakapakari tinana e wātea ana mō ngā horopaki ā-ipurangi, ā-tinana hoki, kia ōrite ai ngā painga ki ngā tāngata kei ngā kōwhiringa e rua. Nā konā, i auaha ai rāua, i whakapau ai hoki rāua i ngā hāora maha ki te waihanga i ētahi mahi whakapakari hou. Kei a Keanu te haepapa ki te tiaki i ngā taputapu i te whare whakapakari tinana, e hāngai ai ki ngā here o te Health and Safety at Work Act 2015. Heoi, e whakapeto ngoi kē ana ia ki te whakatipu i te pakihi i te ao tauhokohoko ā-ipurangi.

I tētahi akoranga whakapakari o nā tata nei i whakahaerehia ai e Kiara, i whati tētahi taura whakamakaka, ka papaki ai i te kanohi o tētahi kiritaki, nā reira i kōpuku haere ai tana pāpāringa. I whakakore a Kiara i ngā akoranga mō te rā, kātahi ia ka hari i te kiritaki ki te tākuta.

Kiara and Keanu have been working to ensure that the fitness classes on offer are suitable for the online and face-to-face environments, so that users of both options receive the same benefits. This has prompted them to be innovative and spend many hours designing new workouts. Keanu is responsible for maintaining the equipment in the gym, in order to comply with the requirements of the Health and Safety at Work Act 2015. However, his energy has been spent focusing on growing the business into the online market.

At a recent fitness class being instructed by Kiara, one of the resistance bands broke and slapped a customer in the face, causing swelling on their cheek. Kiara cancelled classes for the day and took the customer to a doctor.

- I tō tuhinga:

(b) Discuss a possible solution for *KTW* which would help to prevent workplace accidents in the future. In your answer:

- describe ONE appropriate short-term solution
- explain ONE advantage of this solution
- explain ONE long-term measure that *KTW* could implement to reduce the risk of a similar gym accident in the future.

HE WHAKAMĀRAMA

Tikanga

Ko ngā uara, ko ngā aratohu, ko ngā ture, ko ngā whakaarotau, ko ngā ara rerekē hoki o te whakahaere pakihi e rerekē ai tētahi pakihi i pakihi kē atu, otirā i ērā e whakahaerehia ana e puta ai he monihua mā ngā tāngata nā rātou te pakihi, mā ngā kaupupuri hea rānei.

Ko ngā uara, ko ngā aratohu, ko ngā ture, ko ngā whakaarotau, ko ngā ara rerekē hoki o te whakahaere pakihi e rerekē ai tētahi pakihi i pakihi kē atu, otirā i ērā e whakahaerehia ana e puta ai he monihua mā ngā tāngata nā rātou te pakihi, mā ngā kaipupuri hea rānei.

E whakapono ana a Kiara rāua ko Keanu, mā te whai i ā rāua tikanga – arā, ngā ara e whakahaerehia ai tō rāua whare whakapakari tinana i roto i te haporī o Whakatāne me te ao ipurangi – e whakahekea ai ngā tūraru o te mahi ki te ipurangi.

E whakahirahira ana te whakarenarena i ngā hononga i waenganui i ngā kiritaki e mau ai te piripono o te kiritaki ki te pakihi, e whakahekea ai hoki te wehenga o ngā kiritaki ki pakihi kē.

(b) Matapakina ngā ara pai katoa hei whai pea mā Kiara rāua ko Keanu hei whakaū i te piriponotanga o ngā kiritaki.

I tō tuhinga:

- whakaahuatia ngā mahi E RUA e tika ana
- kōwhiria tētahi mahi, whakamāramatia hoki tā taua mahi whakaū i te piriponotanga o ngā kiritaki
- whakamāramatia TĒTAHI hua mauroa o taua mahi.

Maintaining good customer relationships is important to ensure customer loyalty to the business and minimise loss of customers to new competitors.

(b) Discuss how Kiara and Keanu could best maintain customer loyalty.

In your answer:

- describe TWO appropriate actions
- choose an action and explain how it would maintain customer loyalty
- explain ONE long-term consequence of the action.

**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.

QUESTION
NUMBER

English translation of the wording on the front cover

Level 1 Business Studies 2022

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

Credits: Four

90839M

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.

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.