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908390



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Level 1 Business Studies, 2017

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

2.00 p.m. Friday 24 November 2017
Credits: Four

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.

Pull out Resource Booklet 90839R from the centre of 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 2–12 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.

TOTAL

ASSESSOR'S USE ONLY

QUESTION ONE: WORKPLACE ACCIDENT

(a) Fully explain ONE cause of the workplace accident.

- In your answer:

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As a result of the fibre optic cable damage, Warren's online business was affected for 24 hours. Customers who had made online orders during this disruption were charged twice. This was not discovered until the following week.

(a) Fully explain TWO possible reactions that customers of *Tangiwai* might have, after being over-charged for orders.

In your answer:

- identify TWO short-term solutions
- explain ONE advantage of EACH solution
- fully explain ONE long-term solution to avoid this happening in the future.

Warren recently discovered that some of his designs are being copied by a new, larger competitor. The competitor mass produces their carvings and sells them on popular websites. The competitor uses jade sourced from China and the products are being sold for 15% less than *Tangiwai's* products.

(a) Discuss the impact of the new, larger competitor on *Tangiwai*.

- explain how a new, larger competitor could negatively affect a small business like *Tangiwai*
- fully explain TWO potential benefits to the customer of a new, larger competitor entering the market.

- describe TWO solutions
- choose the better solution and fully explain how it would resolve the issue
- fully explain ONE long-term consequence of the better solution for *Tangiwhai*.

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

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