

1

90839



908390



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

Level 1 Business Studies, 2019

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

2.00 p.m. Monday 11 November 2019
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.

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 2–11 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

Read ALL of the resources below before you begin answering the questions in this booklet.

RESOURCE A: CASE STUDY

Whakaora (healing) is a small business owned and operated by Kira from her property in Tauranga. Kira is a trained doctor and became interested in Rongoa Māori (traditional Māori medicine) after her koroua (grandfather) told her many stories about how Māori had used native plants to treat many different illnesses.

Kira grows a variety of native plants on her property in Tauranga and uses these plants to create skin care products that have healing properties. *Whakaora* has specialised in skin care to date. *Whakaora* has developed a good customer base, with many customers buying directly from the small shop on Kira's property in Tauranga or from her online store that she set up last year. Kira currently employs two family members – her sister Jade and her nephew Tipene, both of whom have heard the same stories from Kira and Jade's koroua and have a real interest in Rongoa Māori and working in the business.

After investing in a \$50,000 piece of technology and experimenting for some time, Kira has developed some frozen smoothie drops using native plants: mānuka, koromiko, harakeke, and kawakawa. These concentrated superfood frozen drops can be used in smoothies on a daily basis to add nourishing nutritional properties to help prevent common illnesses. Kira would like to grow her business to include food products that have nutritional benefits.

Although Kira has the skills to create these products, it has been time-consuming and she has been struggling to keep up with the skin care side of the business. Hiring an experienced food technologist would enable her to remain focused on the production of skin care products.

RESOURCE B: DEFINITION – FOOD TECHNOLOGIST

A food technologist develops new food products and improves existing ones, and sets standards for producing, packaging, and marketing food.

RESOURCE C: MEDIA COMMENTS

What are the chances of getting a job?

[REDACTED]

[REDACTED]

[REDACTED]

Demand is strongest for food technologists with three to seven years of experience.

Source (adapted): <https://www.careers.govt.nz/jobs-database/science/science/food-technologist>

Use the information in Resources A–C and your business knowledge to answer this question.

- In your answer:

- define the term 'skills shortage'
- fully explain TWO potential impacts on *Whakaora* if the skills shortage continues.

If we intend to survive (and thrive) through the skills gap crisis, employers will need to make serious investments in sourcing, developing, and retaining talent.

- In your answer:

- describe ONE short-term solution
- explain ONE advantage of this solution for *Whakaora*
- fully explain ONE long-term solution that Kira could implement in order to avoid skills shortages in her business in the future.

Kira has set up a smoothie bar at the local farmers' market where she makes smoothies containing her new frozen smoothie drops. There has been a real interest in her new product, so in addition to the farmers' market, she has decided to make the smoothie drops available to her customers through online ordering.

Use the information in Resources A–C and your business knowledge to answer this question.

(b) Discuss how Kira could deal with the issue of online orders taking two weeks to complete.

In your answer:

- describe the benefit to *Whakaora* of enabling its customers to order online
- explain ONE short-term solution to the unacceptable wait time
- fully explain ONE long-term solution to avoid unacceptable wait times from happening in the future.

ASSESSOR'S
USE ONLY

Having native ingredients in products is attracting a lot of interest from customers who are seriously questioning what they are putting into their bodies and on their skin. Natural and organic products are enjoying a boom, thanks to customers' increasing desire to learn more about indigenous values and perspectives on food. Kira has noticed that many new competitors entering the market are claiming their products to be natural and organic; however, not all competitors are as honest as her about the benefits of the ingredients they use. Kira has been passionate about making *Whakaora's* customers reconnect to foods that have been so important to Māori in the past to improve their health.

(a) Discuss the impact of a new competitor on *Whakaora*.

- explain how a new competitor could negatively impact a small business like *Whakaora*
- fully explain TWO potential benefits to *Whakaora*'s customers of a new competitor entering the market.

Pūtake refers to the origin, or reason for being. Every business has a reason for being. Many Māori businesses exist for the same reasons as other businesses – that is, they are there to provide goods or services at a profit and to enrich the business owner(s). A significant number, however, have a very different purpose. Such businesses emphasise communal and social responsibilities, which may not be a priority for mainstream businesses.

- In your answer:

- identify an example of pūtake for Kira's business, *Whakaora*, other than making a profit
- fully explain how this example could be used to help *Whakaora* compete with the new competitors.

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

ASSESSOR'S
USE ONLY

QUESTION
NUMBER

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

ASSESSOR'S
USE ONLY

QUESTION
NUMBER

