

See back cover for an English translation of this cover

1

90837



908375



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

Mātauranga Pakihi, Kaupae 1, 2018

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

2.00 i te ahiahi o te Rātū, te 27 o Whiringa-ā-rangi, 2018
Ngā whiwhinga: E whā

Paetae	Kaiaka	Kairangi
Te whakaatu māramatanga ki ngā āhuatanga ā-roto o tētahi pakihi iti.	Te whakaatu i te taipitopito o te māramatanga ki ngā āhuatanga ā-roto o tētahi pakihi iti.	Te whakaatu i te matatau ki ngā āhuatanga ā-roto o tētahi pakihi iti.

Tirohia mēnā 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 mēnā e tika ana te raupapatanga o ngā whārangi 2–15 kei roto i tēnei pukapuka, ka mutu, kāore tētahi o aua whārangi i te takoto kau.

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

TE TAPEKE

MĀ TE KAIMĀKA ANAKE

Nā Sally te pakihi o *Avocado Smash*, otirā, he pakihi rangatira-tōtahi. Whakatupuria ai e te pakihi nei te rahopūru mā te ahuwhehua māori i te whenua o Sally, i Katikati, i Te Moana a Toi. Hokona ai e Sally ngā rahopūru māori nei ki ngā wharekai pātata.

Sally owns *Avocado Smash*, which is a sole trader business. The business grows avocados organically on Sally's property at Katikati in the Bay of Plenty. Sally sells these organic avocados to local restaurants.

Kua kaha piki te rahi o ngā rahopūru e kaingia ana i ngā tau tata kua hori nā te hononga o te rahopūru ki ētahi painga ā-hauora. Kua kitea e Sally te pikinga o te hiahiatia o āna rahopūru māori, engari tē taea e ia te whakatupu rahopūru e ea ai taua pikinga o te hiahia. E whakaae ana tana kiritata, a Billy kia whakatupu rahopūru a Sally i tōna whenua, engari e hiahia ana ia ki te whai tiri i tana pakihi, i a *Avocado Smash*. E whakaae ana a Sally ki tērā, ā, e whakapae ana ia ko te anga rangatiratanga pai katoa mō rāua ko Billy, ko te kamupene kua rēhita.

- (b) Āta whakamāramatia te pānga ki a Sally o te panonitanga o *Avocado Smash* mai i te anga o te rangatira-tōtahi ki te kamupene kua rēhita.

I ō tuhinga:

- whakamāramatia TĒTAHI rerekētanga i waenga i te rangatira-tōtahi me te kamupene kua rēhita
- āta whakamāramatia te āhua o te pānga o tēnei rerekētanga ki a Sally i tana tūranga hei rangatira-tōtahi mō *Avocado Smash*.

(b) Fully explain the impact on Sally of *Avocado Smash* changing from a sole trader to a registered company.

- explain ONE difference between a sole trader and a registered company
- fully explain how this difference would impact on Sally as the current sole owner of *Avocado Smash*.

Ka whakatūria e Sally rāua ko Billy tētahi kamupene kua rēhita, a *Avocado Smash Ltd*. Ka whakatōkia e rāua ētahi anō rākau rahopūru e taea ai e te pakihi te whakaea te pikinga o te hiahia o ā rāua rahopūru māori. Ka tuku tonu a *Avocado Smash Ltd* i āna rahopūru māori ki ngā wharekai pātata, ā, nō nā tata nei i tīmata ai tana tuku rahopūru ki ngā kirihoko mā te tono ā-ipurangi. Kātahi tonu a *Avocado Smash Ltd* ka whai kaimahi hou hei tiaki i ngā tono ā-ipurangi.

Pūkeke ana a Sally rāua ko Billy kia puritia e *Avocado Smash Ltd* te wāhanga nui katoa o te papa tauhokohoko i Te Moana a Toi.

- (a) Mā te whai i te horopaki o runga:
- tautuhia te kīanga - ‘ngā whāinga ā-pakihi’, ā, tautuhia TĒTAHI whāinga ā-pakihi mā *Avocado Smash Ltd*
 - āta whakamāramatia ngā take e whakahirahira ai te whāinga ā-pakihi i tautuhia ai ki a *Avocado Smash Ltd*.

Sally and Billy form a registered company, *Avocado Smash Ltd*. They plant more avocado trees to enable the business to meet the increase in demand for their organic avocados. *Avocado Smash Ltd* continues to supply their organic avocados to local restaurants, and has just recently started to supply customers through online ordering. *Avocado Smash Ltd* has just employed a new staff member to take care of the online ordering.

Sally and Billy are aware of the increase in popularity of avocados, and think new avocado suppliers could enter the market. Sally and Billy are determined that *Avocado Smash Ltd* maintains the greatest market share in the Bay of Plenty.

- (a) Using the context above:
- define the term ‘business objectives’, and identify ONE business objective for *Avocado Smash Ltd*
 - fully explain why the business objective identified is important to *Avocado Smash Ltd*.

(b) Mā te whai i tētahi pakihi iti ka huaina, kua hōhonu te rangahaua e koe (kāore e nui ake ana i te 20 ōna kaimahi, ā, e whai take ana ki te haporī pātata, ki te haporī whānui rānei, kāore rānei e nui ake ana i te 20 ōna kaimahi, e whai take ana rānei ki te haporī pātata, ki te haporī whānui rānei), matapakihia te āhua o tā te pakihi whakapai ake i ana whakahaere ā-pakihi hei whakatutuki i tētahi whāinga ā-pakihi.

Te ingoa o te pakihi iti	
He rawa ka hokona atu, he ratonga rānei ka tukuna	

- tautohua TĒTAHI whāinga ā-pakihi a tētahi pakihi iti kua huaina, e rerekē ana i te mea i kōwhiria ai i te wāhanga (a)
- whakamāramatia te āhua o tā te pakihi whakapai ake i tētahi whakahaere ā-pakihi hei whakatutuki i taua whāinga
- āta whakamāramatia te āhua o te whai wāhitanga o taua whakahaere ā-pakihi i whakapaingia ake ai ki te angitu o te pakihi.

(b) Using a named small business (maximum of 20 workers and/or with local or community significance) you have studied in depth, discuss how the business improved its business operations to achieve a business objective.

Name of the small business	
Good(s) sold or service(s) provided	

- identify ONE business objective, different from the one selected in part (a), of a small, named business
- explain how the business improved a business operation to achieve this objective
- fully explain how this improved business operation contributed to the success of the business.

Nō nā tata nei a *Avocado Smash Ltd* i whakairi ai i tētahi pae tukutuku ā-pakihi e taea ai e ana kirihoko ngā rawa te tono, te utu hoki mā te ipurangi. I mua i te kuhutanga mai o taua pūnaha hou, ka haere ā-tinana atu a Sally ki te kōhi tono i ngā wharekai, engari nā te mea kua whakawhānuihia ake a *Avocado Smash Ltd*, e whakapono ana a Sally ka whai hua ake te tono ā-ipurangi. Ināianei, ka utua ngā rawa e ngā kirihoko a *Avocado Smash Ltd* mā te ipurangi, i te wā o te tono.

- I tō tuhinga:

- tautohua tētahi puka tahua me whakarite e *Avocado Smash Ltd*
- āta whakamāramatia te hiranga o taua puka tahua ki a *Avocado Smash Ltd* nōna e pāhekoheko ana ki ngā kiritohu kua utu mā te ipurangi.

Avocado Smash Ltd has just recently set up a business website which gives its customers the ability to order and pay online. Before the introduction of this new system, Sally would go out and personally take orders from the restaurants, but now that *Avocado Smash Ltd* has expanded, Sally believes online ordering will be more effective. *Avocado Smash Ltd* customers now pay online at the point of ordering.

- In your answer:

- identify a financial document that *Avocado Smash Ltd* should keep
- fully explain the importance of this financial document to *Avocado Smash Ltd* when dealing with customers who have paid online.

He whakamārama: He ratonga te pāhekoheko inamata e āhei ai tā ngā pakihi whakawhiti kōrero, pāhekoheko rānei i taua wā tonu ki ā rātou kirihoko. Whakamahia ai te pāhekoheko inamata hei tuku tautoko, hei tuku pārongo hoki ki ngā kirihoko i taua wā tonu.

(b) (i) Whakaahuatia te āhua o te whai hua o te whakarite i taua momo whakawhitinga kōrero ki ngā kiritohu a *Avocado Smash Ltd.*

(ii) Āta whakamāramatia ngā take e whakamahi ai a *Avocado Smash Ltd* i taua huarahi pāhekoheko hei momo whakawhitinga kōrero me ana kiritihoko.

Definition: Live chat is a service that allows businesses to communicate, or chat, in real time with their customers. Live chat is commonly used to provide immediate customer support and information to customers.



(b) (i) Describe how enabling this form of communication would be effective for *Avocado Smash Ltd's* customers.

- (ii) Fully explain why *Avocado Smash Ltd* would use this two-way form of communication with its customers.

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

MĀ TE
KAIMĀKA
ANAKE

TE TAU
TŪMAHI

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

ASSESSOR'S
USE ONLY

QUESTION
NUMBER

English translation of the wording on the front cover

Level 1 Business Studies, 2018

90837 Demonstrate an understanding of internal features of a small business

2.00 p.m. Tuesday 27 November 2018
Credits: Four

90837

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 2–15 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.