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90837M



908375



NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

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

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## Mātauranga Pakihi, Kaupae 1, 2017

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

2.00 i te ahiahi o te Rāmere, te 24 o Whiringa-ā-rangi, 2017  
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 KATOAA 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

## TE TŪMAHI TUATAHI: TE PŪTAKE ME TE ANGITU Ā-PAKIHI

Mai i tana kitenga i te moko i te kiri o tana kuia a David i kaingākau ai ki te tā moko. Nā tana kuia ia i kōrero ko tā te moko i tana kauae he whakaatu i ngā kōrero mō tana whānau me tana whakapapa. I ēnei rā, ko tā te tā moko hoki, he whakaatu i te mana me te motuhenga o te ahurea. E āritarita ana a David ki te whai kia ora tonu tēnei toi.

I te tau 2010, i uru a David ki tētahi akoranga i Te Wānanga o Aotearoa, hei whakawhanake i tana mōhiotanga me ana pūkenga ki tēnei toi. Nō muri i tērā, i whakatūria e ia tētahi pakihi iti i Whakatāne, e kīia nei ko *Mataora*, e tā moko ana i ngā tāne me ngā wāhine. E rua ngā mema o te whānau kua noho hei kaimahi mā David, ā, e ako ana rāua i ngā mahi tā moko i raro i a ia.

I ōna wā, ka tono mai ngā kiritaki kia tāngia ō rātou kiri ki te mokoahi, ā, ko tāna atu ki a rātou, e kore ia e tā i aua momo kirituhi, he pīrangi nōna ki te tā i ana kiritaki katoa ki ngā moko ka hāpai i te toi Māori. E hiahia ana hoki a David kia rahi ake ana kaimahi nō te whānau, i te pakihi e tupu ana.

### He whakamārama: pūtake

Ko te pūtake te toi, te take rānei i ora ai tētahi mea. He pūtake e tū nei ia pakihi. E rite ana te take e tū nei te nuinga o ngā pakihi Māori ki ō ētahi pakihi - arā, ko te tuku rawa, ko te tuku ratonga rānei e whiwhi hua ai, ko te whakapiki hoki i ngā rawa a te hunga nā rātou te pakihi. Heoi anō, he rerekē rawa atu ngā pūtake e tū nei te maha o ngā pakihi. E whakanui ana aua pakihi i ngā haepapa ā-iwi, ā-hapori hoki, kāore pea e aro nuitia ana e ngā pakihi auraki.

- (a) Tautohua tētahi tauira o te pūtake i te pakihi a David, i a *Mataora*, i tua atu i te whai hua.

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- (b) Āta whakamāramatia te take e noho nei tēnei hei pūtake i tana pakihi me te rerekē pea o te āhua o tana whakahaere i tana pakihi mēnā ko te hua anake tana arotahi.

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## QUESTION ONE: PŪTAKE AND BUSINESS SUCCESS

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David has been interested in tā moko (traditional tattoos) since seeing a moko (Māori tattooing designs on the face or body done under traditional protocols) on his kuia (grandmother). He was told by his kuia that the moko she wore on her chin tells the story of her family and her genealogy. Nowadays, tā moko is also worn as an expression of cultural pride and integrity. David is passionate about keeping this art form alive.

In 2010, David enrolled in a course at Te Wānanga o Aotearoa, to develop his knowledge and expertise of this art form. Since then, he has established a small business, named *Mataora*, in Whakatāne, providing tā moko for men and women. David employs two members of his family, who are learning the process of tā moko from him.

On occasion, customers have asked for tattoos of dragons, and he has said that he will not do those types of tattoos, as he wants to provide all his customers with tattoos that uphold the Māori art form. David would also like to employ more family members as the business grows.

### Definition: pūtake

Pūtake refers to the origin, or reason for being. Every business has a reason for being. Many Māori businesses exist for the same reason 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 very different reasons for being. Such businesses emphasise communal and social responsibilities, which may not be a priority for mainstream businesses.

- (a) Identify an example of pūtake for David's business, *Mataora*, other than making a profit.

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- (b) Fully explain why David may have this as a pūtake for his business, and how he may operate his business differently than if he were solely focused on profit.

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- (c) Āta whakamāramatia ngā huarahi e RUA e whai wāhi ai pea te pūtake i huaina ai i te wāhanga (a) ki te angitu o *Mataora*.

- (c) Fully explain TWO ways in which your named pūtake from part (a) may contribute to the success of *Mataora*.

E piki haere ana te hiahia o te tā moko. Kua puta te whakataua a David kia whakawhānuihia tana pakihi e ea ai te piki haeretanga o ngā hiahia. Kua tautohua e ia me hoko mai he rawa ā-tari me ētahi pāraha atu anō.

- (b) Āta whakamāramatia TĒTAHI painga me TĒTAHI mate o te puna pūtea wā poto i huaina ai i te wāhanga (a).

The demand for tā moko is increasing. David has decided to expand his business to meet the increase in demand. He has identified that he needs to purchase furniture and some more tools.

I tō tuhinga:

- tautohua tētahi puka tahua me tiaki e David
- āta whakamāramatia ngā huarahi e RUA e āwhina ai tēnei puka i te whiwhinga o ngā pūtea nō waho.



In your answer:

- identify a financial document that David should keep
- fully explain TWO ways in which this document would help in securing external sources of finance.

(a) Matapakihia ngā āhuatanga ā-kaipakihi e whakaputaina ana e David i tana whakatū i tana pakihi iti, i a *Mataora*. (Ko ngā āhuatanga ngā āhuatanga pai ka puta māori noa mai i te tangata.)

- whakaahuatia te mahi a te kaupakihi
- whakamāramatia ngā āhuatanga ā-kaupakihi e RUA e whakaputaina ana e David
- āta whakamāramatia TĒTAHI huarahi i noho ai tēnā me tēnā o aua āhuatanga rā hei pūtake i taea ai e David tētahi pakihi iti te whakatū.

(a) Discuss the entrepreneurial characteristics that David shows in starting his small business, *Mataora*. (Characteristics are qualities that occur naturally in the person.)

- describe the role of the entrepreneur
- explain TWO entrepreneurial characteristics that David shows
- fully explain ONE way in which each of the characteristics has enabled David to start a small business.

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

- tautohua ngā pūkenga ā-kaipakihi e RUA
- āta whakamāramatia te āhua o te pānga o IA pūkenga ā-kaipakihi ki te pakihi i huaina ai.

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

- identify TWO entrepreneurial skills
- fully explain how EACH entrepreneurial skill impacts on the named business.

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

TE TAU  
TŪMAHI

MĀ TE  
KAIMĀKA  
ANAKE

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

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QUESTION  
NUMBER

*English translation of the wording on the front cover*

## **Level 1 Business Studies, 2017**

### **90837 Demonstrate an understanding of internal features of a small business**

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

<b>Achievement</b>	<b>Achievement with Merit</b>	<b>Achievement with Excellence</b>
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.**

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