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90845



Level 2 Business Studies, 2018

90845 Apply business knowledge to a critical problem(s) in a given large business context

9.30 a.m. Tuesday 13 November 2018 Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Apply business knowledge to a critical problem(s) in a given large business context.	Apply in-depth business knowledge to a critical problem(s) in a given large business context.	Apply comprehensive business knowledge to a critical problem(s) in a given large 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 parts of the task in this booklet.

Pull out Resource Booklet 90845R 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 2–11 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

This task has FOUR parts, (a) to (d). Use the information from Resources A to C, and your business knowledge, to complete each part.

(a)

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Sushi Mecca has decided to close its stores on Saturdays and return to a weekday service only.

ONE reason why the growth strategy to open on Saturdays was ineffective ONE likely impact that closing the store on Saturdays will have on <i>Sushi Mecca</i> .

Sushi Mecca is committed to continuing to find ways to increase sales to its target market without opening further stores. The business already has a mobile app strategy.

Discuss potential future growth strategies for Sushi Mecca as an alternative to opening on (b) Saturdays and opening more stores.

In your answer:

- identify TWO solutions (other than the mobile app strategy) that Sushi Mecca could implement to continue growing their target market of lunchtime office workers
- fully explain how EACH solution would allow growth in sushi sales to lunchtime office

workers justify, with TWO reasons, why one solution is better than the other.

Sushi Mecca has taken advantage of a change in the way consumers behave and has introduced a mobile app for its stores. However, staff at the *Sushi Mecca* stores are receiving more complaints from customers about their purchasing experience after using the mobile app.

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•	ONE cause	of the incre	ase in custom	er complaints	from using	the mobile app
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ONE effect the problems with the mobile app have had on <i>Sushi Mecc</i> a's in-store customer experience.

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(d)

	cuss solutions to resolve the problems arising from the use of the mobile app. our answer:	ASSESSO USE ONI
•	identify TWO solutions that Sushi Mecca could implement to resolve the mobile app issues	
•	fully explain how EACH solution would help to improve the use of the mobile app and therefore the in-store customer experience	
•	justify, with TWO reasons, which solution should be implemented first.	
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