2

SUPERVISOR'S USE ONLY

90845



Level 2 Business Studies, 2014

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

2.00 pm Tuesday 25 November 2014 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 the questions 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 2–14 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

QUESTION ONE: GLOBAL TRENDS - CHANGES IN BUYER BEHAVIOUR

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Use the information from Resources A and B, and your business knowledge, to answer this question.

Chips2Go is being affected by changes in buyer behaviour.

- (a) Fully explain how *Chips2Go* could be affected by the changes in buyer behaviour.
 In your answer:
 describe the TWO factors related to changes in buyer behaviour which have impacted
 - on Chips2Go

fully explain how each factor has affected <i>Chips2Go</i> .				

iii ye	our answer: explain TWO appropriate solutions
•	fully explain how each solution would deal with the changes in buyer behaviour justify, with TWO reasons, why one solution would be more appropriate for <i>Chips2Go</i> to implement than the other.

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QUESTION TWO: A POORLY EXECUTED MERGER

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Use the information from Resources A, B, and C, and your business knowledge, to answer this question.

The merger between *Chips2Go* and *SuperSnax* has led to the creation of a new company, *C2G-SuperSnax*. But the merger has created some problems.

(a) Fully explain how C2G-SuperSnax could be affected by the poorly executed merger. In your answer:

 describe TWO causes of the poorly executed merger which have impacted on C2G-SuperSnax
 fully explain how each cause has affected C2G-SuperSnax.

(b)

Fully explain TWO solutions to the problem of the poorly executed merger that you wrote about in part (a), and justify which solution <i>C2G-SuperSnax</i> should implement.			
In your answer:			
explain TWO appropriate solutionsfully explain how each solution would deal with the effects of the poorly	executed		
merger			
• justify, with TWO reasons, why one solution would be better for <i>C2G-St</i> implement than the other.	uperSnax to		

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QUESTION THREE: ETHICAL CONCERNS RESULTING FROM POOR PRACTICE

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Use the information from Resources A, C, and D, and your business knowledge, to answer this question.

Charles Crisp has called an emergency meeting with his management team to discuss the ethical concerns from a competitor, *Chip Away*, that Lite-Delight chips are not fat-free.

(a) Fully explain how *C2G-SuperSnax* could be affected by the ethical concerns raised by the competitor, *Chip Away*.

In your answer:

- describe TWO causes of the ethical concerns which have impacted on C2G-SuperSnax
- fully explain how each cause could affect C2G-SuperSnax.

(b)	 Fully explain TWO solutions to the problem of ethical concerns raised by <i>Chip Away</i> that you wrote about in part (a), and justify which solution <i>C2G-SuperSnax</i> should implement. In your answer: explain TWO appropriate solutions fully explain how each solution would deal with the ethical concerns raised by <i>Chip Away</i> justify, with TWO reasons, why one solution would be better for <i>C2G-SuperSnax</i> to implement than the other.

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