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90844



Level 2 Business Studies, 2016

90844 Demonstrate understanding of how a large business responds to external factors

2.00 p.m. Friday 25 November 2016 Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of how a large business responds to external factors.	Demonstrate in-depth understanding of how a large business responds to external factors.	Demonstrate comprehensive understanding of how a large business responds to external factors.

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 2–12 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

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Background information for all questions

Asia Food Suppliers is an Auckland-based supermarket chain looking to expand nationally.

QUESTION ONE: POLITICAL INFLUENCES

The New Zealand Government has approved changes to existing immigration policies to make it easier for people from Asia to settle and live in New Zealand. By introducing this policy change, the New Zealand Government is hoping to increase the number of Asians living in New Zealand by 50% over the next 10 years.

Source (adapted): http://www.stats.govt.nz/browse_for_stats/population/estimates_and_projections/NationalEthnicPopulationProjections_HOTP2013-38.aspx

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Government policies may be implemented through:

- free trade agreements such as the Trans-Pacific Partnership (TPP)
- initiatives to discourage consumption of "demerit products", e.g. sugar, tobacco.

Asia Food Suppliers is worried about other government policies that may affect their decision to expand nationally.

(b) Discuss a government policy (other than immigration) that could impact on *Asia Food Suppliers*' expansion. You may choose an example from the box above, or any other relevant policy.

In your answer:

- explain a response to your chosen policy that Asia Food Suppliers could implement
- fully explain ONE advantage and ONE disadvantage of this response for Asia Food Suppliers

justify, with TWO reasons, why this response could ensure a successful expansion for Asia Food Suppliers.

More space for this answer is available on the next page.

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QUESTION TWO: SOCIAL INFLUENCES

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The demographics of New Zealand's population are changing. By the year 2043, the proportion of New Zealand's population over 65 is projected to be 23.8%. In 2016, it is currently at 14%. http://www.stats.govt.nz/Census/2013-census/profile-and-summary-reports/qstats-65-plus-mr.aspx

Fully explain why a	a business needs to	be aware or de	mograpino chai	1900.	

n y	our answer:	
	explain EACH response that Asia Food Suppliers could implement	
	fully explain ONE advantage of EACH response	
	justify, with TWO reasons, which response will have the greater impact on growth.	

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QUESTION THREE: LEGAL INFLUENCES

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Asia Food Suppliers needs to employ more staff who have an awareness and understanding of Asian cultures. They have approached a market research company for the names, addresses, and phone numbers of possible employees.

Other laws which are likely to impact on large businesses in New Zealand include:

- the Employment Relations Act 2000
- the Resource Management Act 1991.
- (b) Choose ONE of the laws from the box above. Discuss ONE response by a large business you have studied (more than 20 employees, and/or having a national or regional significance) to the law you have chosen.

In your answer:

- explain how your chosen business has responded to the law
- fully explain ONE advantage and ONE disadvantage to the business of the response
- justify the response in terms of the degree of success for the business.

Name of large business		
Good(s) sold or service(s) provided		
service(s) provided		
Law		

More space for this answer is available on the next page.

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	Extra space if required. Write the question number(s) if applicable.	AS
QUESTION NUMBER	write the question number (3) if applicable.	

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