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90839



NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD  
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## Level 1 Business Studies, 2015

### 90839 Apply business knowledge to an operational problem(s) in a given small business context

9.30 a.m. Friday 27 November 2015

Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Apply business knowledge to an operational problem(s) in a given small business context.	Apply detailed business knowledge to an operational problem(s) in a given small business context.	Apply comprehensive business knowledge to an operational problem(s) in a given small 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 90839R 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 2–12 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.**

Low Merit

TOTAL

14

ASSESSOR'S USE ONLY

Read ALL of the resources in Resource Booklet 90839R before you begin answering the questions in this booklet.

## QUESTION ONE: RECRUITMENT

Kate has a habit of hiring people she likes but who may not have the most appropriate skills or be the right fit for the organisation.

- (a) Discuss why following proper procedures for recruiting new staff is important to a business. In your answer:
- define the term "recruitment"
  - describe TWO recruitment procedures a business should follow, and fully explain how each procedure contributes to recruiting the right person for the job.

*Interview & testing is the section after candidate selection where a small number of people are asked back for an interview to determine whether or not they are the right person for the job.*

*Recruitment is the process of hiring # people fit for a specific job. The recruitment process is divided into 7 sections, Job analysis, job description, Advertisement, Selection, interview & testing, acceptance and induction. One recruitment procedure a business should follow is Interview and testing. Interview and testing provides applicants with a way to show the business what type of person they are, and in order to give the business insight into whether or not their right for the job. Interview and testing contributes to recruiting the right person for the job as the business can see a wide range of people with similar qualifications with different personalities and pick the applicant who fits best into the job atmosphere and working environment. The second recruitment procedure a business should follow in order to recruit the right person for the job is Induction. Induction is the process procedure right at the end of the recruitment process that involves ~~conditioning~~ easing the ~~candidate~~ new employee into their new job by showing them around and introducing them to everything they may need to know to do their job efficiently.*

*(Scare paper)*

(b) Discuss the impacts on the business of not employing the right person for the job.

In your answer:

- explain ONE impact on *The Real Event Company* of employing the wrong person, Chloe, for the job
- fully explain TWO ways to improve the recruitment process that Kate uses at *The Real Event Company*.

One impact on *The Real Event Company* of for hiring the wrong person for the job is, ~~low morale~~. ~~low morale means that work ethic is low, therefore less work gets done and less money is made.~~ One way to improve the recruitment process that Kate uses is that employees will have to take time out of their work to complete the new employee's work. This means that it takes more time for them to complete both the new employee's work and their own work, therefore less work gets done, and the business will make less money. One way to improve the recruitment process that Kate uses is to have Kate for

strictly follow all 7 steps of the recruitment process. This will mean Kate needs to analyse the job and specify exactly what qualities and skills, the applicants need, and mention it in the job description. She will then have to read through all the applicants' resumes and select a small section of people to bring into interview based on their resume. After interviewing all chosen applicants, Kate a decision will need to be made

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

based on the job description on who gets the job. Acceptance letters will need to go out and induction will then need to be completed. A second way to improve the recruitment process is to have both Kate and Simon ~~conduct~~ work together in choosing the right applicant. By working together they can both put their input in and successfully pick the new employee logically rather than by personality. // I believe that the second way is better to improve the recruitment process Kate uses as it means that Simon has a opinion in who gets hired and applicants with the correct skill set will have a better chance at getting the job. //

## QUESTION TWO: WORKPLACE CONFLICT

Kate does not get on with the administrators. She has recently employed Chloe, who is also having problems. Eve is feeling bullied by the two women.

- (a) Discuss the causes of this internal conflict at *The Real Event Company*.

In your answer:

- explain what has caused the initial conflict between Kate and Eve
- fully explain, with TWO reasons, why Chloe may not get on with Eve.

The initial conflict between Kate and Eve was caused by ~~the~~ their personalities. Both Kate and Eve are two very different people with two different opinions, causing their personalities to conflict. One reason why Chloe may not get along with Eve is that Chloe has a similar personality to Kate (as that's why she was chosen for the job), and therefore like Kate ~~she~~ doesn't have a lot in common with Eve causing their personalities to conflict. A second reason to why Chloe may not get along with Eve is that Chloe chooses to side with her boss on this argument as she doesn't want to get on the bad side of her. As Kate is Chloe's boss Chloe may have found it most appropriate to team up with her in order to keep her job and remain on her good side.

- (b) Discuss solutions to resolve the conflict.

In your answer:

- explain TWO solutions for resolving the conflict
- select the better solution, and fully explain how it would resolve the conflict.

The solution to resolving the conflict would be for Simon to organise a team building activity. A team building activity would give all employees ~~an~~ a chance to work together in a non work environment and bond over something neutral. As both Eve and Kate are two different people the team building activity should not side with neither one of them and be outside of both their comfort zones in order to achieve the best result. After the team building Eve, Kate and others should be able to at least be able to work together during work so that the work atmosphere should be stronger with more trust in each other. The second solution to resolving the conflict is to shuffle the work place around so that Kate and Eve aren't working together (or if they are they are working on a minimal amount). As stated in the resource booklet Kate is only responsible for 5 employees, Kate and Eve being two. If Simon shuffled his staff around he could make it that Kate and Eve are working together the at least amount this should hopefully limit the arguments and ease the conflict in the work place. The best solution would be to take all employees out to participate in a team building

activity day. This team building activity day means all employees (not just Kate, Chloe and Eve) can work together to make the relationship in the work place stronger. By shuffling everyone around it may take time for all employees to get used to their new position ~~and~~ may upset others, and the unsolved conflict between Eve and Kate will still be present. Team building gives everyone a chance to bond and work together in a non-work related environment, ensuring a stronger healthier work place ~~on~~

M5

### QUESTION THREE: COMPETITION

Simon is cautious of becoming a new competitor in the small events market, because it is so competitive.

- (a) Discuss the impacts of competition in the small events market.

In your answer:

- explain how the competition could negatively affect Simon's business
- fully explain TWO benefits to the **customers** of having more competition in the small events market.

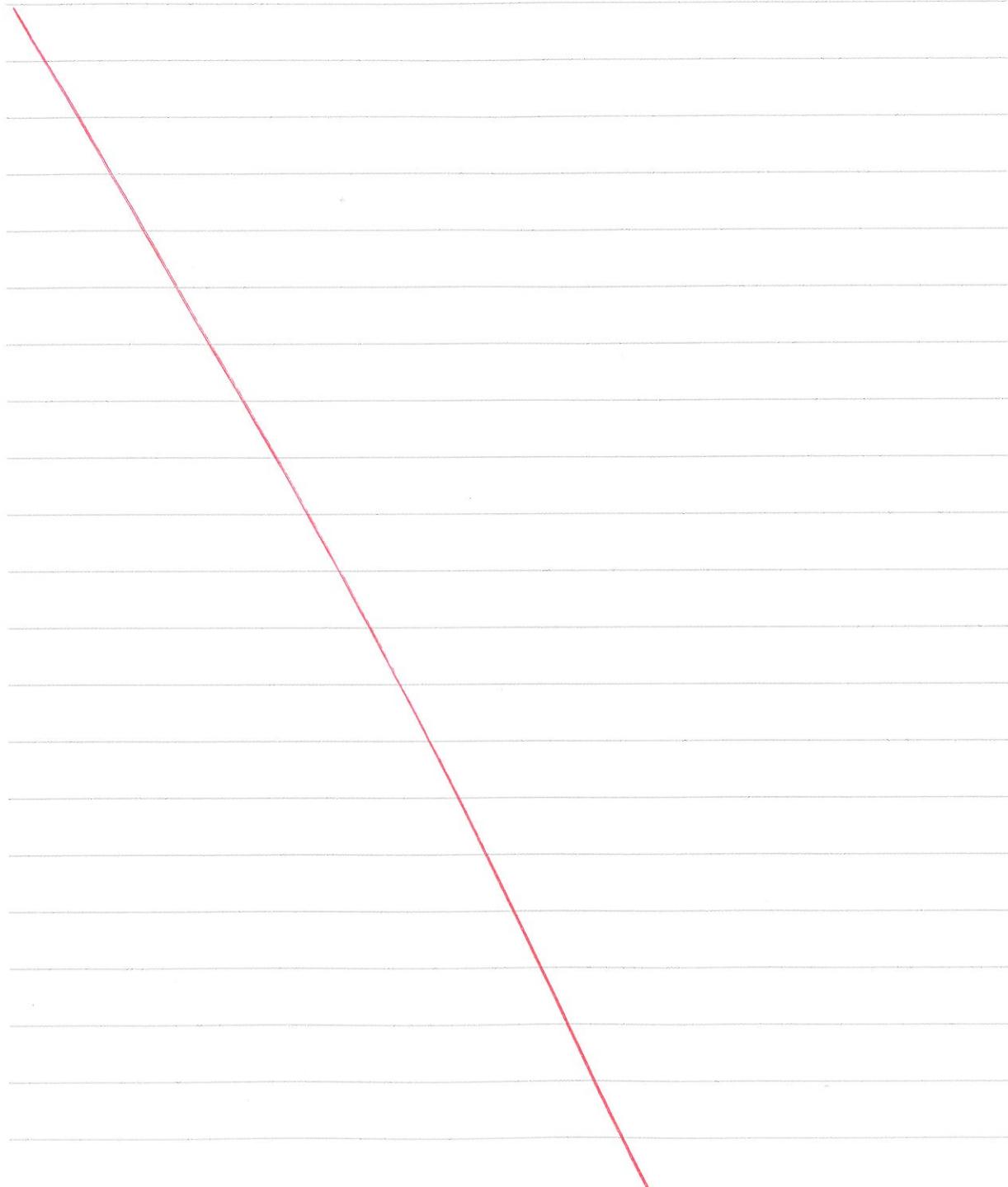
**N**The competition could negatively affect Simon's business as he may find it harder to compete with stronger businesses in the market therefore losing money and stressing both himself and other employees out. One benefit for customers of having more competition in the small events market is they have more option to choose what events business suits them best. The second benefit to the customers having more competition in the small events market is that all business may chose to price competitively in order to gain customers. This means that prices will be low and business will be fighting over customers to in order to gain money for the business.

→ He may also have to alter his business and provide competitive pricing in order to be customer choice. Simon may have also to another business with the same unique selling point on him, placing more pressure on his business to produce the better service.

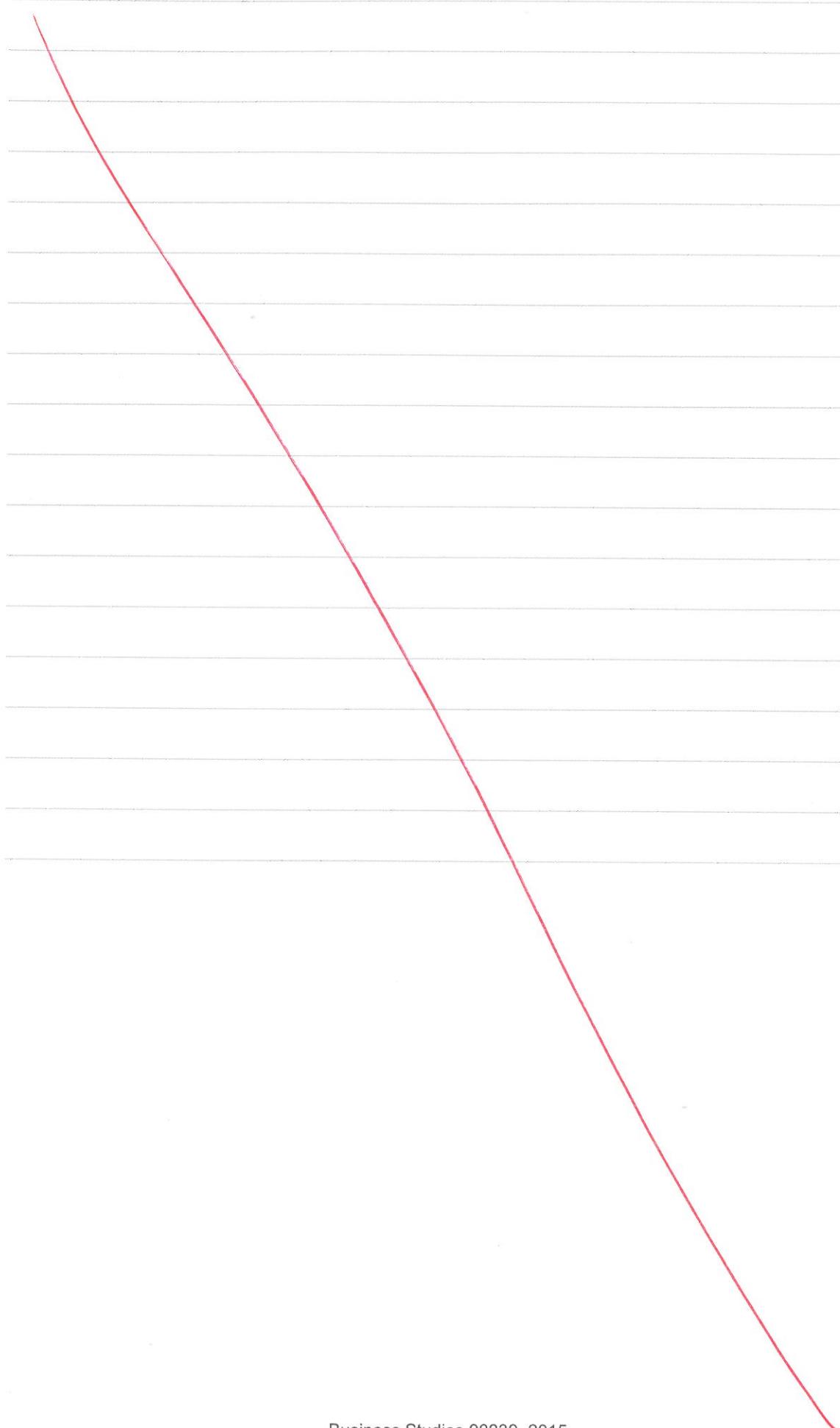
- (b) Discuss solutions for *The Real Event Company* which would deal with the issue of being a new competitor in the small events market.

In your answer:

- explain TWO appropriate solutions
- select the better solution, and fully explain how it would deal with the issue.



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



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QUESTION  
NUMBERASSESSOR'S  
USE ONLY

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

1a. Induction eases employees into their <sup>new</sup> working environment, giving them the opportunity to ask questions and be informed on everything they need to know in regard to the running of the business. Induction contributes to hiring the right person for the job as the already carefully chosen new employee is slowly eased into their new job and given time to get used to their new working environment and job atmosphere. //

Low Merit exemplar for 90839, 2015			Total score: 14
Q	Grade score	Annotation	
1	M5	A procedure, “interview and testing”, for recruiting the right person is explained, as are two ways to improve Kate’s recruitment procedures, so some Merit evidence has been supplied.	
2	M5	A reason why Chloe may not get on with Eve is provided. In addition, both solutions to the conflict are explained, but neither develops the explanation sufficiently to relate the solution to its impact on <i>TREC</i> .	
3	A4	The failure to attempt part (b) of the question means insufficient evidence is provided for Merit. The answer provided has sufficient information for Achieved.	

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High Merit

TOTAL

17

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### QUESTION ONE: RECRUITMENT

Kate has a habit of hiring people she likes but who may not have the most appropriate skills or be the right fit for the organisation.

- (a) Discuss why following proper procedures for recruiting new staff is important to a business.

In your answer:

- define the term "recruitment"
- describe TWO recruitment procedures a business should follow, and fully explain how each procedure contributes to recruiting the right person for the job.

Following proper procedures for recruiting new staff is important to a business because it can benefit the ~~busi~~ company by a lot. Recruitment means to hire someone who is suitable and has the necessary skills for the job. The recruitment process starts from analyzing the job to hiring the applicant. An important procedure for to hire someone is the job description. The job description explains what the job is about and the skills needed to be able to do the job. It is important as it helps them narrows down the amount of people helps with recruiting the right people. ~~for~~ In Kate's situation, she didn't recruit someone who had the skills but someone she liked. Another important procedure is interviews. An interview can determine if someone gets the job or not within seconds. It is important as it ~~for~~ can tell a lot about the applicant and if they will fit in with the other staff members.

- (b) Discuss the impacts on the business of not employing the right person for the job.

In your answer:

- explain ONE impact on *The Real Event Company* of employing the wrong person, Chloe, for the job
- fully explain TWO ways to improve the recruitment process that Kate uses at *The Real Event Company*.

Because Kate employed a person she liked instead of someone ~~who is the right person~~ who is so more suitable for the job, it will have a large impact on the company. Chloe, who has the position of Team Leader of the administrators, doesn't have the skills necessary for the job so ~~it will cause conflict~~ ~~the quality of~~ her work won't be as ~~good~~ fast as the others which could mean that they don't prepare fast enough for the events. A way Kate could improve the recruitment process is hire someone else (a professional) to do the interviews so that way she won't be tempted to hire someone she likes and instead someone fit for the job. Another way Kate could improve is to the recruitment process is to write a job description to help ~~her~~ pick someone with the right skills for the job. That way, when she interviews them, she can choose if she likes them or not and if she does, she can hire them and they will have the skills needed for the job.

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

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## QUESTION TWO: WORKPLACE CONFLICT

Kate does not get on with the administrators. She has recently employed Chloe, who is also having problems. Eve is feeling bullied by the two women.

- (a) Discuss the causes of this internal conflict at *The Real Event Company*.

In your answer:

- explain what has caused the initial conflict between Kate and Eve
- fully explain, with TWO reasons, why Chloe may not get on with Eve.

Kate and Eve do not get along because Eve has been there ~~PB~~ before kate became the office manager and is hard-working and gets along with everyone but Kate (she tried to) whereas kate doesn't get along with any of the administrators so she might be jealous of Eve or threatened about her position. Chloe does not get along with Eve because since ~~kate~~ her boss) does not like her, she ~~won't~~ won't too because kate could have fed Chloe lies \* <sup>about</sup> ~~about~~ Eve as she doesn't know the facts. As kate is her boss, Chloe will listen to whatever she says as she is not good at the job so ~~the~~ she doesn't get fired. Another reason why Chloe may not get along with Eve is she feels threatened by Eve. As Eve is hardworking, nice and gets along with everyone, Chloe's position as Team leader could be replaced by Eve as she has all the skills and Chloe does not. This means that Chloe ~~s~~ would probably ~~put down~~ put down Eve so she doesn't lose her job.

- (b) Discuss solutions to resolve the conflict.

In your answer:

- explain TWO solutions for resolving the conflict
- select the better solution, and fully explain how it would resolve the conflict.

A way they could solve the conflict between the ~~two~~ three is to hire a mediator ~~to~~ help fix the conflict between Chloe, Kate and Eve. This is useful as mediators are professionals at what they do and will help fix the problem with Eve. Another solution is Eve could take this to their boss and say she feels ~~like~~ she is get like she's being bullied. Then, the boss could try motivate and unify staff (rangatiratanga) to make sure they all get along. I think that letting the boss know is the better solution because he is aware of what's going on in the business. He could then have a meeting ~~with~~ with Chloe, Eve and Kate by themselves so he can see it from their perspective. That way, he can decide whether to take serious action or help the three of them get together. This solution is better than talking ~~to~~ to a mediator because getting a third party involved with something that could be personal can be damaging.

M6

### QUESTION THREE: COMPETITION

Simon is cautious of becoming a new competitor in the small events market, because it is so competitive.

- (a) Discuss the impacts of competition in the small events market.

In your answer:

- explain how the competition could negatively affect Simon's business
- fully explain TWO benefits to the **customers** of having more competition in the small events market.

✗ Competition could negatively affect Simon's business as he could lose customers who find better deals than his and when he loses customers, he loses profit so he won't be able to pay all staff. This could lead to staff quitting as they are not getting paid enough or not earning enough to run the business. As the events market is small, the customers do not have a variety to pick from so more competition means more companies to choose from. Also, another benefit is that the prices will go down because each company is trying to out-do each other to get more customers.

✓ A benefit for the customers is the quality and time taken to organize the event will be better because each business is trying to attract new customers so they want to do their best.

- (b) Discuss solutions for *The Real Event Company* which would deal with the issue of being a new competitor in the small events market.

In your answer:

- explain TWO appropriate solutions
- select the better solution, and fully explain how it would deal with the issue.

A solution which would deal with the issue of being a new competitor in the small events market is to do everything the best they can e.g. organising events, customer service etc. so they can attract more customers. Another ~~solution~~ These customers might then tell their friends about what a great company Real Events company ~~is~~ and is. Another solution is to advertise their business so people they can attract more customers. By ~~advertising~~ their business, ~~th~~ i think the better solution is doing everything the best they can because the customers might write a good review about them which can attract more customers & and can get customer loyalty ~~whereas~~ if you just advertise, the people may not like your service and it's a one time thing.

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



High Merit exemplar for 90839, 2015			Total score: 17
Q	Grade score	Annotation	
1	M5	One recruitment procedure, “job description”, includes a reason why it helps to recruit a person with the right skills, but the other, “interview”, doesn’t. Equally, one way to improve Kate’s recruitment procedure, “job description”, is explained, so overall the answer has some Merit evidence.	
2	M6	An explanation is provided for the initial conflict between Kate and Eve. Two reasons why Chloe might not get on with Eve are provided. In addition, the better solution is explained, but it is not developed to relate the solution to an impact on <i>TREC</i> , so overall the answer has nearly all the Merit information.	
3	M6	Explanations are provided for the negative effect on Simon’s business, and the two benefits of competition for customers. In addition, a solution to being a new competitor that explains why customers will be attracted is provided, but it is not developed sufficiently to explain why it is the best solution for <i>TREC</i> . So overall this answer is only an M6.	