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90839



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

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

SUPERVISOR'S USE ONLY

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 Achieved

TOTAL

9

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.

Recruitment is the hiring of new staff

the procedures that a business should follow are completing a job analysis to find out what skills / experiences are needed and to shortlist the applicants via interviews.



- (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 of hiring the wrong person is that the office has become divided between Kate and Eve ✓

✓ Two ways to improve the process are to complete a job analysis for each position and trial the employee to see if they work well with the others, or to fire Kate and hire someone that has a more balanced personality ✓

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

N3

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 conflict was caused by kate
not thinking of a way to successfully manage
Eve

✓ Chloe may not get along with Eve because
she has a similar mindset to Kate or
because she was recently employed and
wants to keep her boss happy

- (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.

two solutions are firing Kate and Chloe or (firing Eve) to resolve the conflict

the better solution is to fire Kate and Chloe because they would not select the right people for the job, just only they like they would hire. if would resolve the conflict by keeping people ~~not~~ whom can actually work.

A3

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.

1 the competition could give the business a bad reputation if the conflict is not sorted out because the work group is unlikely to settle down which will stop the group from working.

2 two benefits to customers are that there is a larger range of options businesses they can use, which may sort different events in different ways or that more competition ^{may} with lower the prices of the businesses.



- (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.

they could work alongside another business to provide support until they have enough customers to survive as an individual business or they could try to undercut the existing businesses prices.

The better solution is to work alongside an existing business because then they can learn how that particular market works while gaining popularity.

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

A3

Low Achieved exemplar for 90839, 2015			Total score: 9
Q	Grade score	Annotation	
1	A3	The answer correctly defines the term “Recruitment”, and describes two specific recruitment procedures that will contribute to recruiting the right person. However, it does not identify the impact of employing the wrong person, and only describes one procedure that would improve Kate’s recruitment process.	
2	A3	The answer provides enough information to support one explanation of why Chloe might not get on with Eve. It also gives one solution for resolving the conflict, and an explanation why it would work. However, this is not sufficient evidence for Merit.	
3	A3	Two benefits to customers, and two solutions to being a new entrant, have been provided.	

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High Achieved

TOTAL

12

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.

~~Recruitment can be described as the enlisting of new employees into a business~~

One type of recruitment procedure can be the interviewing of the candidate, by interviewing the (thana) candidate the interviewer can see whether this candidate will be the right employee for the job and also seeing their personality/characteristic face to face, Another recruitment procedure a business should follow is to have a person specification task carried out to see which kind of person fits the description of the job

By interviewing it will see whether the candidate checks all the boxes for that particular job ~~and the well~~

By carrying out a person specification it will also see if the candidate ticks the boxes and to see if the candidate has the right set of skills to fit in a particular business.

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

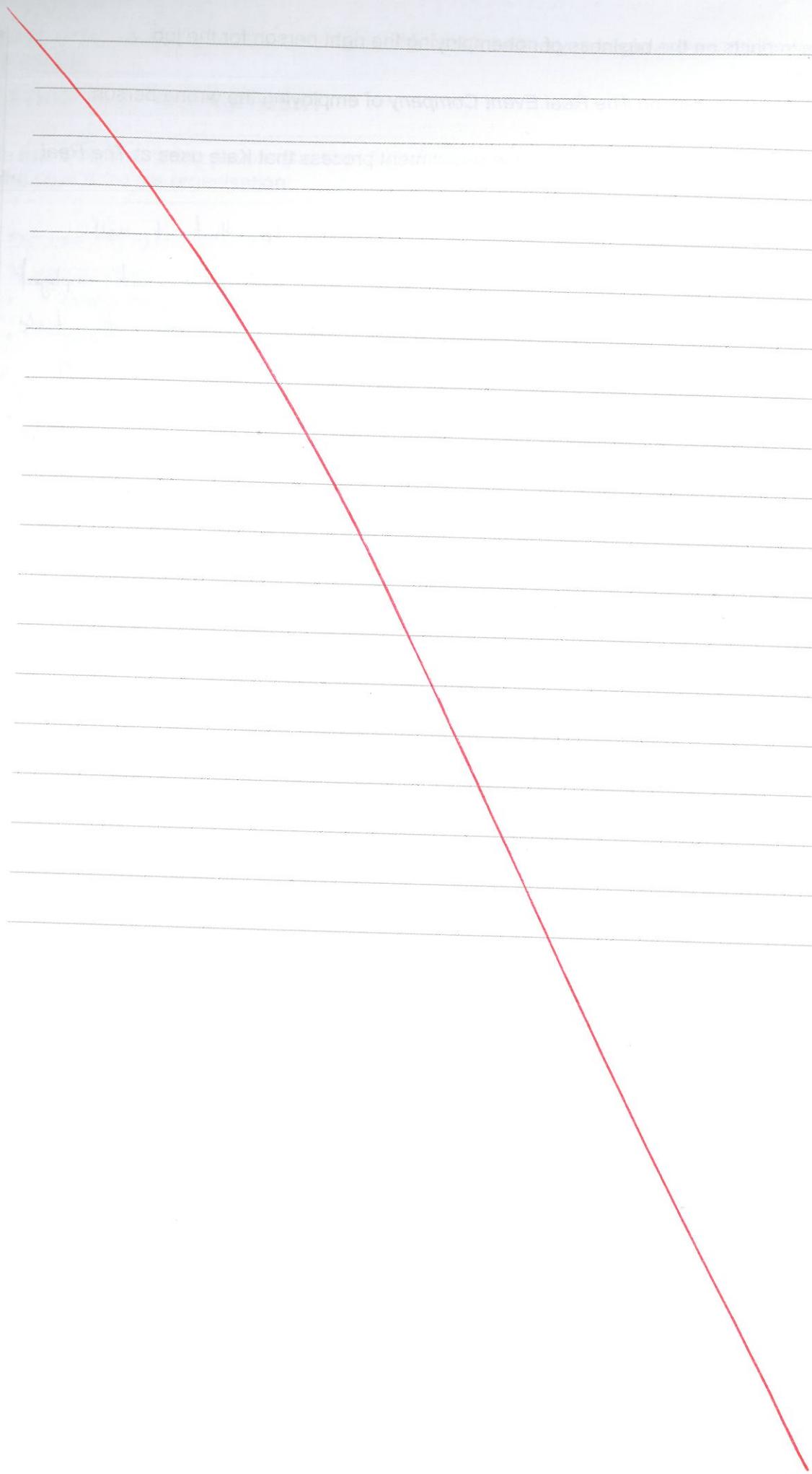
In your answer:

- 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*.

✓ An impact that the Real Event Company faces is that it will affect the business running and production as Kate has not employed the right person with the right particular skills needed for the tasks needed which will slow the process of this company which will equal to less income/profit and may involve debt for this company. One way Kate can improve the recruitment process at The Real Event Company is by finding the Right Person with a Particular set of characteristics /Personality that will fit the description of completing a set task in a Job. Another way to improve the recruitment process at this company is to have a recruitment list of the people needed, Particular skills need for a job in the business that will make sure that the business will run to a full potential.

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

90839



04

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 is that Eve was hired before Kate took over in that particular position and that Kate doesn't want her in the team which makes it hard for Eve as she tries to get along with Kate but then fails because Kate has something against Eve, Eve has tried to fit in the work environment but it doesn't quite work out, so she leaves the job. One reason Chloe may not get along with Eve is that since Chloe is on Kate's side, they have similar personalities they seem to not get on with administrators. Since Eve is one of the longest-serving administrators, both Kate and Chloe dislike her and feels that Chloe as the newly team leader of the administrators doesn't want to take responsibilities of other administrators like Eve.

C

- (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.

One Solution that can be put in place to resolve this Conflict is to get a Counsellor in to deal with the situation of Workplace Conflict between these individuals. Another solution could be to have a monthly meeting with the Employees to discuss problems within the Workplace and for them to speak out their own opinions about (A) what to do next to resolve issues. The better solution of the two is the Second one as it won't cost any money to bring a counsellor in. It would resolve the conflict occurring in the workplace by meeting with each other and giving their spoken thoughts out about the issues occurring between individuals and/or possibly the first option could be a solution to put in place as bringing a professional in that will help deal with the conflict within the workplace and may give advice on how to deal with these individuals and may help stop things getting out of hand rather than themselves trying to sort it out. It may cost the business but it will help in the production of the business and may gain more profit as the environment of the Workplace is clear of conflict.

04

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.

The competition could negatively impact Simon's business as they may have a better quality of the product being sold or might sell the same product cheaper than Simon's causing small to produce low income which equals to low production of Simon's business as may eventually cause Simon's business to shut down due to low income/profit being made.

One benefit the customers of having more competitor is that they have a variety of choices/products to choose from, the more the competition, the more variety, the more money that is being made. Another benefit to the customers having more competition in the events market is that the customers will feel happy to the fact that there is more competition in the small events market to buy from. This may attract more customers to come in and that the customers may be happy to come again and again because of having more competition = more variety/choices.

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

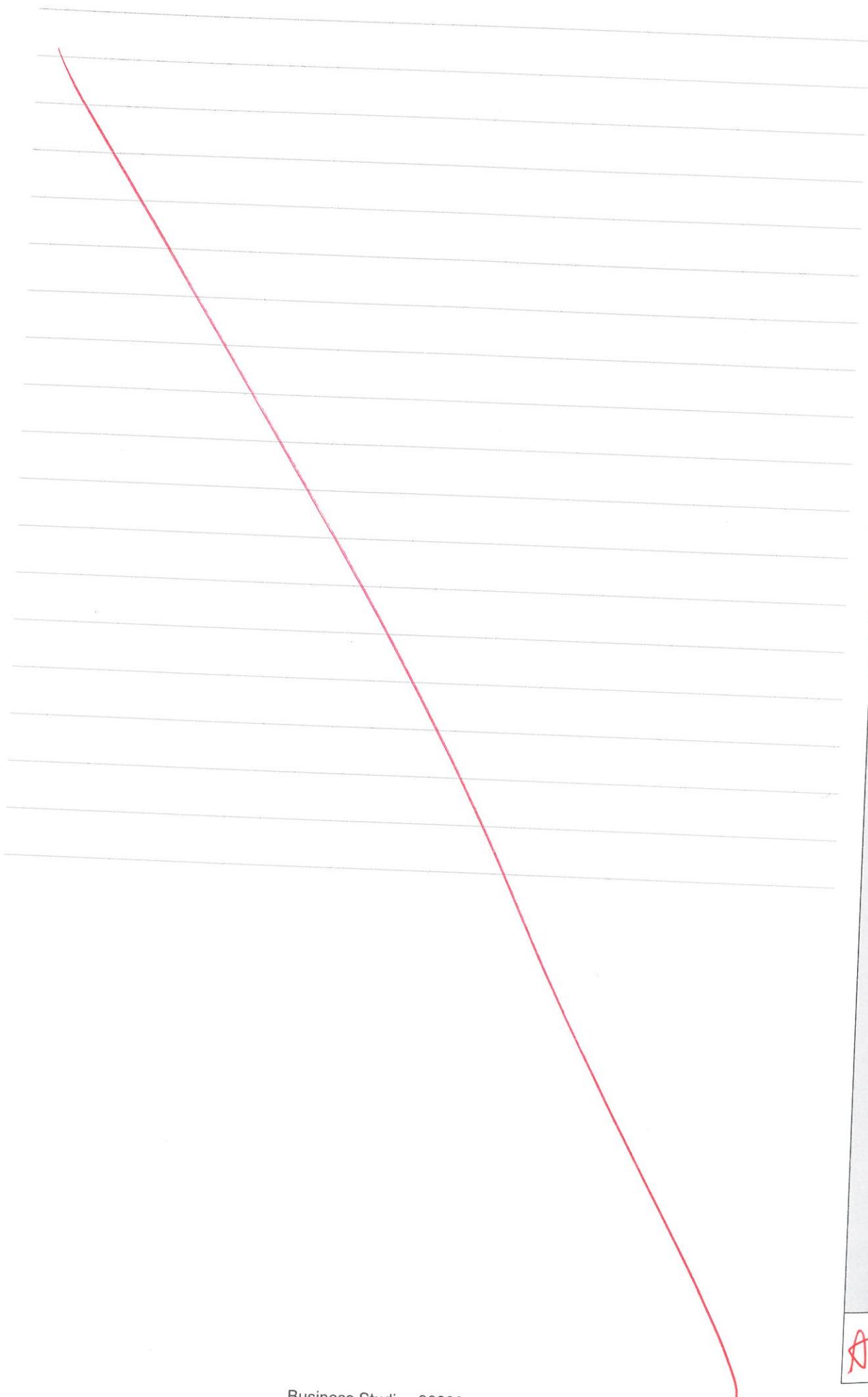
In your answer:

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

One appropriate solution for the Real Event Company of dealing with the issue of being a new competitor is to carry out Market research in the small events market and another appropriate solution for entering the market as a new competitor is to advertise more to reel in customers to their companies product.

The better solution of the two would be the first as by carrying out market research you will see what areas the company needs to fill in order to stand out as a new competitor in the Market this will deal with the issue by having more customers come to you as you carried out market research and actually has seen what areas of the market that needs to be filled.

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



AN

High Achieved exemplar for 90839, 2015			Total score: 12
Q	Grade score	Annotation	
1	A4	This answer provides most of the Achievement evidence, and in addition explains why a job specification will assist in recruiting the right person, but not sufficiently in-depth for Merit.	
2	A4	This answer explains what might have caused the initial conflict between Kate and Eve, and extends the description of a solution (using a “councillor”) to include an impact of it on <i>TREC</i> . The answer does not provide a reason why it will resolve the conflict, so does not fully explain. These two answers by themselves do not provide sufficient evidence for Merit, but overall the answer reaches Achieved.	
3	A4	This answer explains why market research is an appropriate solution to being a new competitor, and it also describes another solution. The answer also describes two benefits of competition, and a negative effect of competition on Simon’s business, so provides all of the Achieved evidence, but not enough for Merit.	