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90839



NEW ZEALAND QUALIFICATIONS AUTHORITY  
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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.**

Not Achieved

TOTAL

7

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 means to hire new employees for a business with appropriate skills. ✓

✓ following proper procedures for recruiting new staff is important because if you do what kate does and hire people that you like but not with the right skills, it ~~can~~ could have a negative effect on your business. ✓

✓ One recruitment procedure they should follow is looking for people with skills in the job available. If they get people with no skills it might be difficult to train them. They should also see how they are with current employees, how they deal with social situations. ✓

✓ They should make sure the person they're recruiting is right for the job before hiring them to work. ✓

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

In your answer:

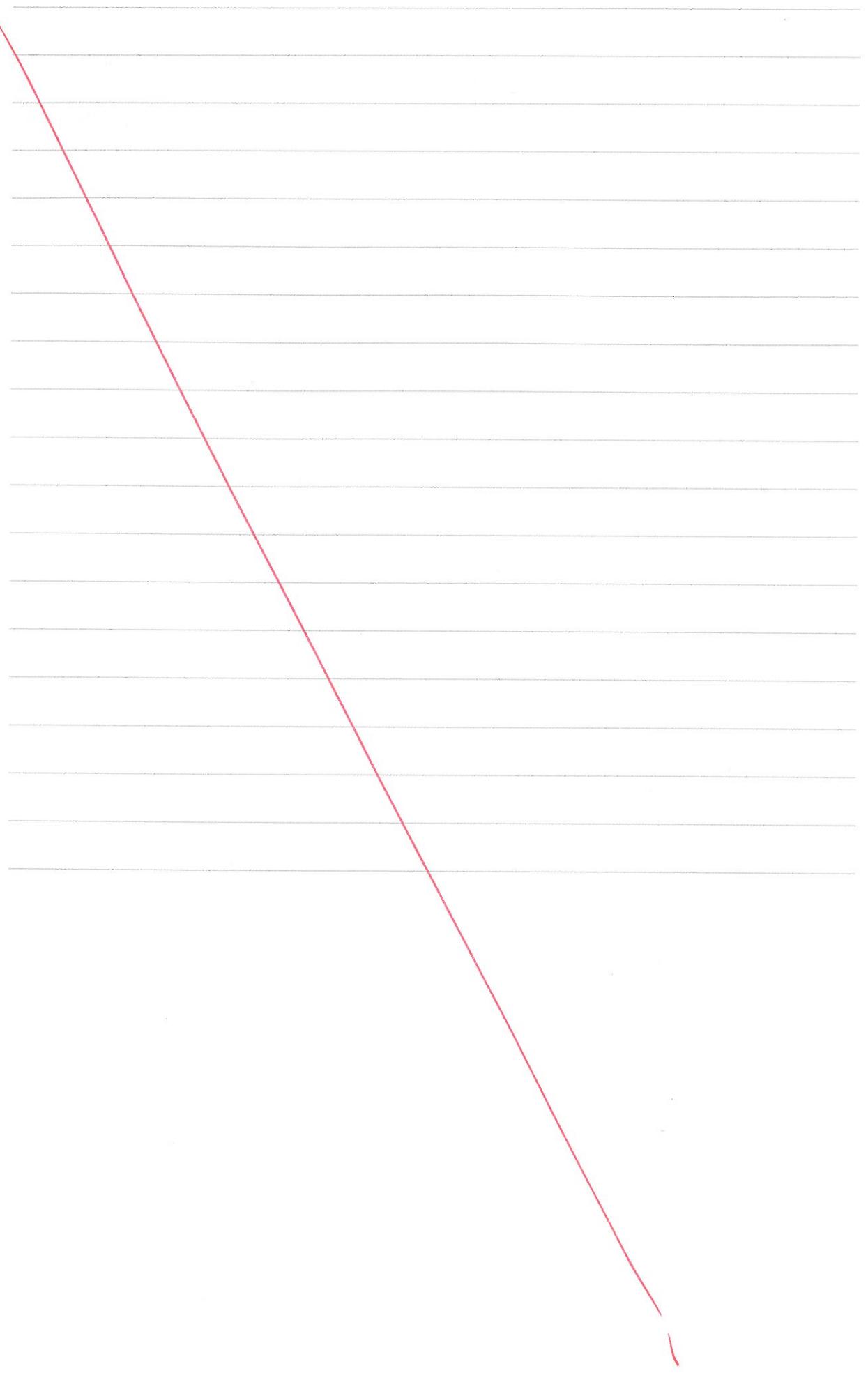
- explain ONE impact on *The Real Event Company* of employing the wrong person, Chloe, for the job
- fully explain TWO ways to improve the recruitment process that Kate uses at *The Real Event Company*.

Impacts of not employing the right person for the job. One impact could be Chloe not getting any work done because she doesn't have any skills that this job requires. If she did do work she could get stuff wrong or miss stuff out because she hasn't been trained correctly.

Kate could improve the recruitment process by getting someone to help her recruit possible employees, then she might start to hire staff with skills.

Another way Kate could improve is by trying to get people & with skills. This way they might fit in with the team.

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



A3

## 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.

~~Chloe may not get on with Eve because she doesn't understand her. Eve has a lot of experience whereas Chloe has none.~~

~~Eve is also a new employee so she might side with her boss so~~

~~She doesn't get ~~be~~ fired. Chloe sided with the boss without knowing all facts.~~

maybe the fact of putting Chloe as team leader of admin. Kate may have done this and it may have upset Eve because Chloe doesn't know anything whereas Eve is very skilled and ~~be~~ the team like her.

~~Eve and Kate may have worked together before~~ ~~but~~ Kate took over as office manager. This may have started conflict between them.

- (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.

~~Kate and Eve could get some kind of counselling so that whilst working they can get along with each other.~~

Eve could leave and find a better job where she doesn't feel bullied and where she is happy.

The better one would probably be to get some sort of counselling because eve is a very skilled member of the team and they might start to struggle without her.



### 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 customers would have more range  
and they might have a better  
chance at finding a business to  
cater for their needs.~~

~~the customers may also find a business  
that they can afford.~~

~~/ the competition could negatively affect  
Simons business because they might  
lose some big events trying to cater  
for smaller events. They might  
also have to employ some more  
staff to help with smaller  
events.~~

~~/ being a new competitor in the small  
events market could make the business  
very unreliable.~~

- (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:

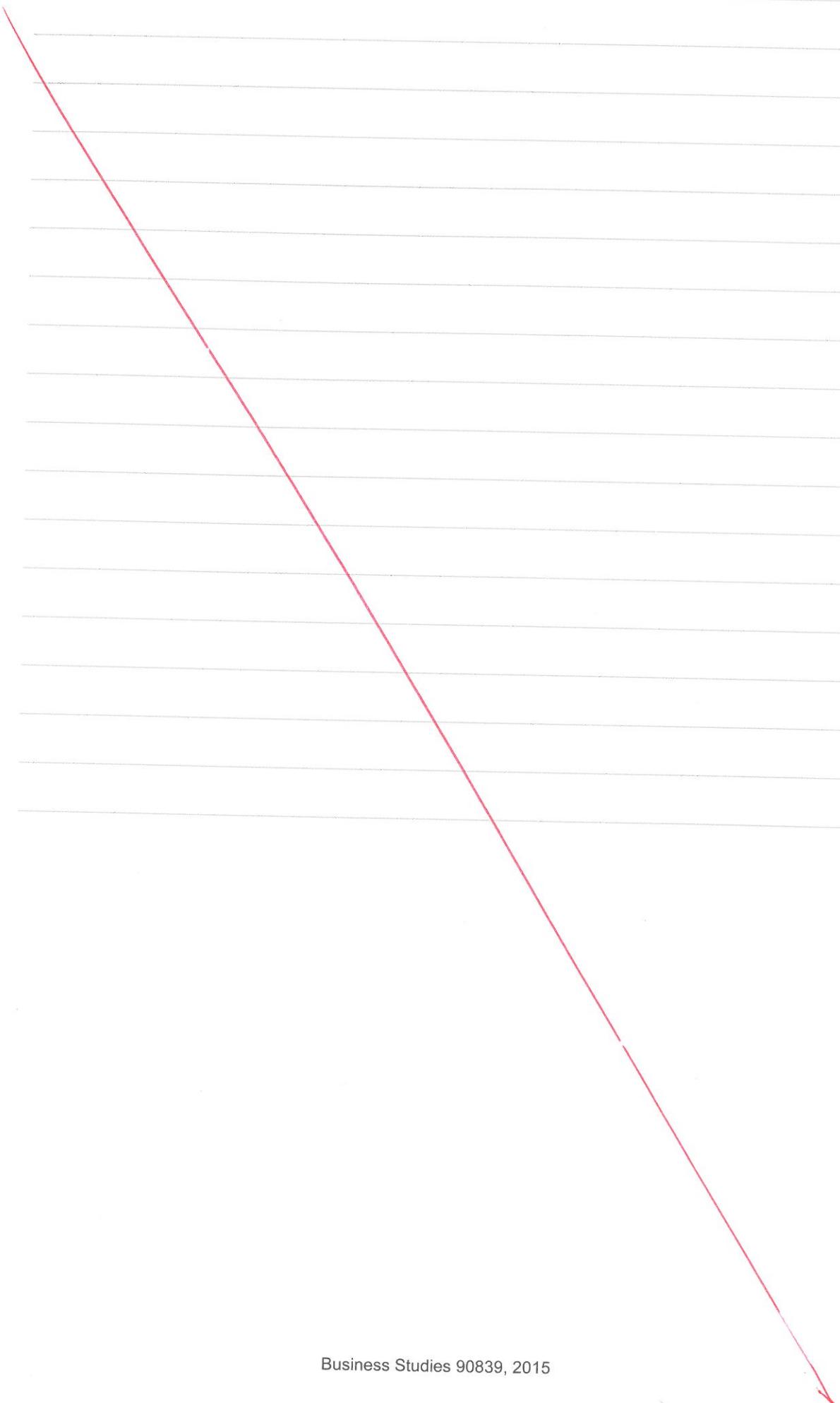
- explain TWO appropriate solutions
- select the better solution, and fully explain how it would deal with the issue.

One solution is they could advertise that they do small events. Using the success of their big events they could get smaller events.

they could not do anything and just hope for the best

The better solution would be to get their ~~name~~ name out to the public that they are doing smaller events. If they have good success with big events they might have good success with smaller, intimate events.

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



N2

High Not Achieved exemplar for 90839, 2015			Total score: 7
Q	Grade score	Annotation	
1	A3	This answer defines the term “Recruitment”, but fails to describe two specific recruitment procedures. It describes why employing Chloe, the wrong person, impacts on <i>TREC</i> , and it gives a way in which Kate’s recruitment procedure could be improved, so has most of the Achievement evidence.	
2	N2	This answer provides just one explanation why Chloe may not get on with Eve, and describes one solution for resolving the conflict, so only provides some Achievement evidence.	
3	N2	This answer describes just one benefit to customers of competition, and one solution for resolving the conflict, so only provides some Achievement evidence.	