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Level 3 Business Studies 2022

91381 Apply business knowledge to address a complex problem(s) in a given global business context

Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Apply business knowledge to address a complex problem(s) in a given global business context.	Apply in-depth business knowledge to address a complex problem(s) in a given global business context.	Apply comprehensive business knowledge to address a complex problem(s) in a given global 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.

There is ONE task in this booklet. You should attempt ALL FOUR parts of the task.

Pull out Resource Booklet 91381R 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.

Do not write in any cross-hatched area (XXXX). This area may be cut off when the booklet is marked.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.

TASK

This task has FOUR parts, (a) to (d). Use the information from the resource booklet, the boxes in this booklet, and your business knowledge to complete this task. You may integrate any relevant Māori business concepts into your answers.

BACKGROUND INFORMATION

Constructocity is a New Zealand construction business which specialises in the construction of affordable yet quality homes. *Constructocity* has operated in the New Zealand market for the last 25 years and is one of the biggest builders of homes in the country. Due to remarkable success in its local market, *Constructocity* expanded 15 years ago into the Australian market where it has replicated its New Zealand success to currently be the fifth-largest builder of homes in Australia.

Growth into the Pacific Islands is now a key goal of *Constructocity*. It began offering construction services there three years ago and aims to become the largest provider of housing in the Pacific region by 2035.

The business measures its success using the quadruple bottom line, so along with economic sustainability goals, *Constructocity* has strong social, environmental, and cultural goals. One of its key goals is to improve the lives of Pacific people through the construction of attractive but affordable homes.

The external building materials primarily used by *Constructocity* are timber, steel, glass, and brick. The business aims to limit its impact on the environment by using sustainable materials in its construction process and minimising the amount of waste products on any given site. It maximises the use of recycled or sustainably grown timber in its construction work, and uses wool for insulation.

Since it began the construction of homes in the Pacific Islands, *Constructocity* has struggled to gain a foothold in the market. It has experienced a lack of interest in the housing models it has achieved such success with in New Zealand and Australia. Managers at the business have now realised that they will have to design new models for the Pacific market.

- (a) (i) Using Resources A and B, explain the cause of new models having to be developed by *Constructocity* for the Pacific Islands.

- (ii) Explain an effect the development of new models would have on the business.

In an attempt to improve customer satisfaction, *Constructocity* is investigating the use of a quality management system.

In recent times, supply chain issues have resulted in a shortage in the availability of building materials for *Constructocity*.

- (c) (i) Using Resource E, explain one possible impact on *Constructocity* of the supply chain issues it is currently facing.

In response to the supply chain issues, *Constructocity* is looking to diversify the building materials it uses. It has made the decision to develop some housing models for the New Zealand and Australian markets, which use precast concrete panels. *Constructocity* is confident that the use of precast concrete aligns with its current environmental sustainability goals, as the concrete can be sourced locally, is durable, and is able to be recycled.

In order to build houses using precast concrete panels, *Constructocity* will need to invest in a crane, which will be used to lift and move the panels into the desired position. Managers at *Constructocity* have researched two possible cranes, both of which are currently available for purchase in New Zealand and Australia.



Source: <https://cranenetworknews.com/7-types-of-cranes-used-in-construction-works/>

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