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90844



Draw a cross through the box (☒) if you have NOT written in this booklet



Mana Tohu Mātauranga o Aotearoa New Zealand Qualifications Authority

Level 2 Business Studies 2023

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

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 parts of the task in this booklet.

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 () This area will 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 background information below, the supplementary information in the boxes on the following pages, and your business knowledge to complete this task. You may integrate any relevant Māori business concepts into your answers.

You should read the resource information in ALL of the boxes before beginning the task.

Background information

Tohunga o waho (which translates to 'outdoor specialists' in English) is a business that offers educational outdoor experiences in New Zealand. Its mission statement is to provide the best out-of-the-classroom wilderness experiences for school-aged children.

There is a focus on student personal growth and the sustainability of New Zealand's natural resources in its programmes, which is reflected in *Tohunga o waho*'s goals.

Tohunga o waho contracts its services to a range of primary and secondary schools throughout New Zealand, with regional offices in Auckland, Wellington, and Christchurch.

Like many businesses, *Tohunga o waho* is being heavily impacted by an increase in the cost of living and changing household spending habits, staff shortages, and the influence of technology.

As part of the educational experience, *Tohunga o waho* has developed a new online course that participants must complete before departure. The course focuses on personal growth, goal-setting, and environmentally sustainable practices. At the end of the experience, students reflect on what they have learned and receive a certificate to acknowledge their course completion.

You may choose EITHER *Tohunga o waho* OR a large business (more than 20 employees and/or with a national or regional significance) operating in New Zealand that you have studied in depth.

a)	(i)	Why would it be a benefit to a business to implement new technology such as educational online courses for its customers?

Explain, with TWO educational online	examples, how the courses, could hav	e implementation re an impact on	n of new technolog business profitabili	y, such as ty.

The increase in the cost of living has had a significant impact on household spending habits. Households are now prioritising their spending according to what is affordable for living. Both the management of *Tohunga o waho* and the schools that purchase its services are concerned about the affordability of these experiences for households. The majority of the course fees are paid for by the families and through school fundraising activities.

You may choose EITHER *Tohunga o waho* OR a large business (more than 20 employees and/or with a national or regional significance) operating in New Zealand that you have studied in depth.

Discuss TWO solutions that the business could implement to ensure that its outdoor

(b)

Explain, with TWO solutions, how a business could ensure that its outdoor experie or other services are more affordable for households, while maintaining a high lever service quality for its customers.	ousines
or other services are more affordable for households, while maintaining a high level	
or other services are more affordable for households, while maintaining a high level	
or other services are more affordable for households, while maintaining a high level	
or other services are more affordable for households, while maintaining a high level	
or other services are more affordable for households, while maintaining a high level	

Justify, with TWC business.) reasons, why	y one solution	would be bet	ter than the oth	er for the

As part of the enrolment process for school experiences, *Tohunga o waho* must collect a range of personal details from students and staff who are attending. This allows the business to cater for health and special dietary requirements, and to find out about the attendees, so that the experiences can be customised to suit their requirements. In collecting this information, *Tohunga o waho* must meet its obligations under the Privacy Act 2020.

Strategic objectives are high-level goals that set the overall direction of the business. These objectives are usually expressed in terms of changes in profit, return on investment, market share, cash flow, sales revenue, and sustainability.

In the box below, enter the details of a large business (more than 20 employees and/or having a national or regional significance) operating in New Zealand that you have studied in depth. **Do not use** *Tohunga o waho*.

	Name of the large business: Good(s) sold or service(s) provided:					
(c)	(i)	Explain why the business you have studied should be aware of its obligations under the Privacy Act.				

Sele	ct (🗸) TWO of the fo	ollowing strategic objectives:	
	Change in profit	Return on investment	Market share
	Cash flow	Sales revenue	Sustainability
(ii)	Using your two sele Privacy Act may, or	ected strategic objectives, expla r may not, impact on the busine	in how the requirement to comply with the ss.

DEFINITIONS

Kaitiakitanga – guardianship of natural resources

This principle is about responsible environmental management and sustainable enterprise. It includes taking care of assets for future generations, as opposed to ownership and the right to divest assets.

Manaakitanga – respect given to visitors, sharing and caring

This is the concept of showing respect, generosity, and care for the people who use services, and their whānau and communities. It also includes showing respect and care for their information and stories.

Whanaungatanga – an ethic of belonging, kinship

This principle acknowledges the importance of networks and relationships, and therefore of developing, managing, and sustaining relationships. It involves caring for, and working harmoniously with, others to achieve common goals.

Tohunga o waho is a member of Tourism Industry Aotearoa (TIA), an employer association that represents all sectors of New Zealand's large and diverse tourism industry. TIA's vision is to lead the world's most sustainable tourism industry, while upholding the mana of Aotearoa New Zealand and the people who live there and visit it. All members make a commitment to a code of ethics consisting of three parts:

- standards of conduct
- tourism sustainability

(d)

• the cultural values of kaitiakitanga, manaakitanga, and whanaungatanga.

Discuss the importance of businesses belonging to employer associations.

You may choose EITHER *Tohunga o waho* OR a large business (more than 20 employees and/or with a national or regional significance) operating in New Zealand that you have studied in depth.

(i)	Explain why it is a benefit to a business to belong to an employer association, and how its membership may assist business operations.

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Why is it	a benefit to the ethics, and how	community the	at businesses a g this code affe	and employer as ct business pro	ssociations have fitability?

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

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