

SUPERVISOR'S USE ONLY

2

90844



908440

Draw a cross through the box (X) 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 (DO NOT WRITE IN THIS 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.

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.

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.

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.

- (ii) Explain, with TWO examples, how the implementation of new technology, such as educational online courses, could have an impact on business profitability.

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 a change in household spending habits would have an impact on business profitability.

- (iii) Justify, with TWO reasons, why one solution would be better than the other for the business.

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.

Name of the large business: _____

Good(s) sold or service(s) provided: _____

- ☐ Change in profit
- ☐ Return on investment
- ☐ Market share
- ☐ Cash flow
- ☐ Sales revenue
- ☐ Sustainability

Business Studies 90844, 2023

- (ii) Why is it a benefit to the community that businesses and employer associations have a code of ethics, and how could following this code affect business profitability?

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

QUESTION
NUMBER

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

QUESTION
NUMBER

90844