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NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

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Mātauranga Pakihi, Kaupae 2, 2013

90843 Whakaaturia te māramatanga ki ngā whakahaere ā-roto o tētahi pakihī nui

2.00 i te ahiahi o te Rāhina, te 25 o Whiringa-ā-rangi, 2013
Whiwhinga: E whā

Paetae	Kaiaka	Kairangi
Whakaaturia te māramatanga ki ngā whakahaere ā-roto o tētahi pakihī nui.	Whakaaturia te hōhonu o te māramatanga ki ngā whakahaere ā-roto o tētahi pakihī nui.	Whakaaturia te matatau ki ngā whakahaere ā-roto o tētahi pakihī nui.

Tirohia mena e rite ana te Tau Ākonga ā-Motu (NSN) kei runga i tō puka whakauru ki te tau o runga ake o tēnei whārangī.

Me whakamātau koe i ngā pātai KATOĀ kei roto i tēnei puka.

Kōrerohia te mōhiotanga pakihī e hāngai ana, ngā ariā pakihī Māori hoki rānei i roto i ō whakautu.

Mena ka hiahia whārangī atu anō hei tuhituhi i ō whakautu, whakamahia ngā whārangī wātea kei muri o tēnei puka.

Tirohia mena e tika ana te raupapatanga o ngā whārangī 2–27 kei roto i tēnei puka, ka mutu, kāore tētahi o aua whārangī i te takoto kau.

ME HOATU KOE I TĒNEI PUKA KI TE KAIWHAKAHAERE Ā TE MUTUNGA O TE WHAKAMĀTAUTAU.

TE TAPEKE

MĀ TE KAIMĀKA ANAKE

Ko te whakahau, kia whakapau koe i te haora kotahi e whakautu ana i ngā pātai kei roto i tēnei puka.

Whakamahia ngā pārongo o roto i ngā pouaka me tō mōhiotanga pakihi, hei whakautu i ia pātai.

TE PĀTAI TUATAHI: NGĀ PĀRONGO Ā-PŪTEA

Kua roa a Tāne rāua ko tana tuakana, ko Henare e ngākaunui ana ki te tunu kai. I tīmata tā rāua whakaputa, hoko hoki i ētahi parehe motuhake e kīia nei, ko *Skate Goat Pizza Ltd* i tētahi kāuta ahumahi i Pōneke, e rima tau ki muri. Ka tīkina ngā kai whakauru e *Skate Goat Pizza Ltd* i ngā kaihoko o te hapori pātata, kia mata rawa atu ai, ā, koinā te take e angitu nei te pakihi. Kua mōhio whānuitia ngā parehe i ngā kāinga huri noa i Pōneke, waihoki he mea hoko e ngā hokomaha nunui katoa. E 30 ngā kaimahi a *Skate Goat Pizza Ltd* i roto i ngā tūranga waihanga, i te tari, i ngā mahi hokohoko me ngā mahi poapoa. Kua tae atu a Tāne rāua ko Henare ki tō rāua kaikaute, ā, kua riro mai i a rāua ētahi pūrongo.

Ripanga 1 Ngā hokonga me ngā huamoni a *Skate Goat Pizza Ltd*

	2012	2013
Ngā hokonga	\$2 000 000	\$2 500 000
Te huamoni peke	\$1 000 000	\$1 200 000
Te huamoni more	\$ 200 000	\$ 150 000

- (a) Whakamahukitia te take e āwangawanga pea ana a Tāne rāua ko Henare i te āhuatanga ā-pūtea o *Skate Goat Pizza Ltd* e whakaatuhia ana i roto i te Ripanga 1.

- (b) Āta whakamahukitia mai ō whakapae, i pēhea te putanga mai o te āhuatanga i roto i te Ripanga 1.

I roto i tō whakautu, me kōrero e koe:

- te utu o ngā parehe ina hokona atu
- ngā whakapaunga mō te mahi poapoa.

You are advised to spend 60 minutes answering the questions in this booklet.

Use the information in the boxes, and your business knowledge, to answer each question.

QUESTION ONE: FINANCIAL INFORMATION

Tāne and his brother Henare have long been enthusiastic chefs. They began producing and selling a range of gourmet pizzas called *Skate Goat Pizza Ltd* from an industrial kitchen in Wellington five years ago. *Skate Goat Pizza Ltd's* ingredients are sourced from local suppliers, ensuring freshness, which is the secret to its success. Its pizzas have become a household name in Wellington and are now stocked in all the major supermarket chains. *Skate Goat Pizza Ltd* employs a staff of 30 covering the production, office, sales, and marketing functions. Tāne and Henare have been to see their accountant and have come away with a series of reports.

Table 1 Sales and profit for *Skate Goat Pizza Ltd*

	2012	2013
Sales	\$2 000 000	\$2 500 000
Gross profit	\$1 000 000	\$1 200 000
Net profit	\$ 200 000	\$ 150 000

- (a) Explain why Tāne and Henare may be concerned with the financial situation for *Skate Goat Pizza Ltd* as shown in Table 1.

- (b) Fully explain how the situation in Table 1 may have arisen.

In your answer, you should refer to:

- selling price of pizzas
- marketing expenses.

Ka rere tonu Te Pātai Tuatahi i te whārangi 6 ➤

Question One continues on page 7 ►

Table 2 Budgeted versus actual results for *Skate Goat Pizza Ltd*, November 2013

	Budget	Actual	Variance
Pizza sales	\$150 000	\$150 000	0
Less Cost of Sales	\$85 000	\$100 000	+\$15 000
Gross Profit	\$65 000	\$50 000	-\$15 000

As part of their financial control, *Skate Goat Pizza Ltd* uses budgeting.

(c) Discuss the importance of Tāne and Henare using budget variances.

In your answer, you should:

- explain the importance of Tāne and Henare using budget variances as part of their financial control
- fully explain the budget variance shown in Table 2
- fully explain TWO ways in which Tāne and Henare could correct this variance, and justify, with reasons, which way would be better.

TE PĀTAI TUARUA: TE HAEPAPA Ā-PĀPORI O TE RANGATŌPŪ

He uri a Tāne rāua ko Henare nō te iwi o te rohe, ā, e hiahia ana rāua ki te whakahoki hua ki tō rāua rohe. Ka puta te whakaaro o te iwi kia whakangungu a *Skate Goat Pizza Ltd* i ngā taiohi e ngākaunui ana ki te tunu kai, kia whāia te umanga o te kaitunu. I whakaae a Tāne rāua ko Henare, he pai taua whakaaro. I muri i te āta whiriwhiringa, i whakarite tūrangā mahi a Tāne rāua ko Henare mō ētahi taiohi e toru kia mahi i tō rāua kāuta ahumahi. Kua ako ngā pia nei me pēhea te tunu parehe motuhake.

He rite tonu tā Tāne rāua ko Henare tuku i tētahi wāhanga o ngā huamoni a *Skate Goat Pizza* hei koha ki tētahi whakahaere aroha. E mārama ana rāua, e tipu ana ngā tikanga o te takoha me te haepapa ā-pāpori o te rangatōpū i roto i te hapori pakihī o Aotearoa.

- (a) Whakamahukitia te take i whakaae ai a *Skate Goat Pizza Ltd* ki te whakangungu i ngā kaitunu taiohi e toru.

I roto i tō whakautu, me kōrero e koe:

- te haepapa ā-pāpori o te rangatōpū
- me ngā uaratanga.

QUESTION TWO: CORPORATE SOCIAL RESPONSIBILITY

Tāne and Henare are descendants of the local iwi (tribe) and want to give something back to their area. The iwi had suggested that *Skate Goat Pizza Ltd* train young people who were interested in food preparation for a career as chefs. Tāne and Henare agreed that this was a good idea. After a careful selection process, Tāne and Henare hired three young people to work in their industrial kitchen. The new trainees have been learning how to make gourmet pizzas.

Tāne and Henare frequently donate a portion of *Skate Goat Pizza's* profits to a local non-profit organisation. They understand that philanthropy and corporate social responsibility are growing trends in the New Zealand business community.

(a) Explain why *Skate Goat Pizza Ltd* has decided to train the three young chefs.

In your answer, you should refer to:

- corporate social responsibility
- values.

- (b) Āta whakamahukitia te rerekētanga o te haepapa ā-pāpori o te rangatōpū i te tuku takoha, pēnā i tā *Skate Goat Pizza Ltd*. Kōrerohia ētahi taura i roto i tō whakautu.

Ka rere tonu Te Pātai Tuarua i te whārangi 14 ➤

- (b) Fully explain the difference between corporate social responsibility and philanthropy, as exercised by *Skate Goat Pizza Ltd.* Refer to examples in your answer.

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Question Two continues on page 15 >

(c) Āta whakamahukitia, taunakihia hoki te take i whiriwhiri ai tētahi pakihi nui (he nui ake i te 20 ngā kaimahi, he whakahirahiratanga ā-motu, ā-rohe rānei tōna) kua mātaitia e koe, ki te kawe i te haepapa ā-pāpori o te rangatōpū.

I roto i tō whakautu:

- me tautuhi i TĒTAHI tauira o te haepapa ā-pāpori o te rangatōpū e kawe ana e te pakihi i tohua ai e koe, ā, whakamahukitia ngā whakaritenga
- me āta whakamahuki i te take e kawe ai te pakihi, i tohua ai e koe, i te haepapa ā-pāpori o te rangatōpū
- me taunaki ki ētahi tauira, te take me whakataurite te pakihi, i tohua ai e koe, i te haepapa ā-pāpori o te rangatōpū me ngā whakaritenga kia puta he huamoni i tā rātou ake pakihi.

Te ingoa o te pakihi	
Te/ngā rawa ka hokona, te/ngā ratonga rānei ka tukuna	

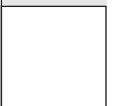
(c) Fully explain and justify why a large business (more than 20 employees or with a national or regional significance) you have studied, has chosen to engage in corporate social responsibility.

In your answer, you should:

- identify ONE example of corporate social responsibility for your named business and explain how it works
- fully explain why your named business engages in corporate social responsibility
- justify, with examples, why your named business needs to balance corporate social responsibility with their own profit-making requirements.

Business name	
Good(s) sold or service(s) provided	

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TE PĀTAI TUATORU: TE TIPURANGA

Kua whakatau a Tāne rāua ko Henare me whakawhānui rāua i a *Skate Goat Pizza Ltd*. Kua puta te whakaaro o Henare kia hokona e rāua a *Green Fingers Ltd*, tētahi pakihi o te hapori pātata e hoko ana i ngā kai whakauru mata ki te pakihi.

Nō nā tata nei, i tono mai tētahi pakihi parehe iti iho, e tāmia ana e ngā raruraru ā-pūtea, ki a *Skate Goat Pizza Ltd* kia kōrerohia te whakaaro kia hanumi ngā pakihi e rua. Ki te whakaae a Tāne rāua ko Henare ki te kōkiri i te hanumitanga, ko *Skate Goat Pizza Ltd* te pakihi parehe nui rawa atu i Pōneke. Ko te hanumitanga me te horomitanga ā-pakihi ētahi tauira e rua e taea ai e *Skate Goat Pizza Ltd* te tipu whakawaho.

E ngākaurua ana ngā tāne nei ko tēhea o ngā huarahi whakawhānui nei te mea hei whiriwhiri mā rāua, me whiriwhiri kē rānei rāua kia tipu whakaroto.

(a) Āta whakamahukitia te huarahi e taea ai e *Skate Goat Pizza Ltd* te **tipu whakaroto**.

I roto i tō whakautu:

- me whakamahuki i te tipu whakarototanga
- me homai i ngā tauira e RUA o te tipu whakarototanga o *Skate Goat Pizza Ltd*, ā, whakamahukitia ngā whakaritenga o ia tauira.

QUESTION THREE: GROWTH

Tāne and Henare have decided to expand *Skate Goat Pizza Ltd*. Henare has suggested they take over *Green Fingers Ltd*, a local company that supplies the business with fresh ingredients.

Recently, a smaller pizza company that is struggling financially approached *Skate Goat Pizza Ltd* to discuss the idea of a merger. If Tāne and Henare decide to proceed with the merger, *Skate Goat Pizza Ltd* would be the largest independent pizza company in Wellington. Mergers and takeovers are both examples of how *Skate Goat Pizza Ltd* can grow externally.

The brothers are unsure which of these expansion options they should choose, or whether they should instead choose to grow internally.

(a) Fully explain how *Skate Goat Pizza Ltd* could **grow internally**.

In your answer, you should:

- explain internal growth
- give TWO examples of internal growth for *Skate Goat Pizza Ltd*, and explain how each works.

Lined writing area for student responses.

Empty rectangular box for marking or grading.

**He whārangi anō ki te hiahiatia.
Tuhia te nama o te pātai, mena e hāngai ana.**

TAU PĀTAI

A series of horizontal lines for writing, starting from the 'TAU PĀTAI' label and extending across the page.

English translation of the wording on the front cover

Business Studies, Level 2, 2013

90843 Demonstrate understanding of the internal operations of a large business

2.00 pm Monday 25 November 2013

Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of the internal operations of a large business.	Demonstrate in-depth understanding of the internal operations of a large business.	Demonstrate comprehensive understanding of the internal operations of a large business.

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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.

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 2–27 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.