

# 3

91380



913800



NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

SUPERVISOR'S USE ONLY

## Level 3 Business Studies, 2013

### 91380 Demonstrate understanding of strategic response to external factors by a business that operates in a global context

9.30 am Monday 25 November 2013

Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of strategic response to external factors by a business that operates in a global context.	Demonstrate in-depth understanding of strategic response to external factors by a business that operates in a global context.	Demonstrate comprehensive understanding of strategic response to external factors by a business that operates in a global 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.**

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 2–15 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.**

**TOTAL**

ASSESSOR'S USE ONLY



- (b) A “strategic response” means a business-wide reaction at multiple levels (size, scope, and timeframe). Evaluate a strategic response that *Seafoods NZ* could implement to address the problems caused by recession in export markets.

In your answer:

- explain a strategic response
- fully explain TWO positive impacts *AND* ONE negative impact of the strategic response
- draw a justified conclusion on the likely success of the strategic response.



**This page has been deliberately left blank.  
The examination continues on the following page.**



- (b) A “strategic response” means a business-wide reaction at multiple levels (size, scope, and timeframe). Evaluate a strategic response that *Seafoods NZ* could implement to address the potential problems caused by a lack of cultural intelligence about the “Greater China” market. In your answer:

- explain the suggested strategic response
- fully explain TWO positive impacts *AND* ONE negative impact of the strategic response
- draw a justified conclusion on the likely success of the strategic response.





**This page has been deliberately left blank.  
The examination continues on the following page.**













91380