

See back cover for an English translation of this cover

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91381MR



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

Mātauranga Pakihi, Kaupae 3, 2013

91381 Whakamahia te mōhiotanga pakihi hei whakatika i tētahi, i ētahi raruraru uaua rānei, i tētahi horopaki pakihi ā-ao ka whakatakotoria

9.30 i te ata o te Rāhina, te 25 o Whiringa-ā-rangi, 2013
Whiwhinga: E whā

PUKA RAUEMI

Tirohia tēnei puka hei whakautu i ngā pātai mō te Mātauranga Pakihi 91381.

Tirohia mena e tika ana te raupapatanga o ngā whārangi 2–7 kei roto i tēnei puka, ka mutu, kāore tētahi o aua whārangi i te takoto kau.

MĀU TĒNEI PUKA E PUPURI Ā TE MUTUNGA O TE WHAKAMĀTAUTAU, KI TE HIAHIATIA.

TE RAUEMI A: HE WHĀRANGI WIKIPEDIA

He motuhake kē tēnei rauemi, e kore e taea te tāruatia. Āta panui i te mātapuna (i panonitia) nei: www.wikipedia.org

TE RAUEMI B: HE TUHINGA NŪPEPA Ā-IPURANGI

Kua whākina te whakahekenga ā-ōhanga tuarua

He motuhake kē tēnei rauemi, e kore e taea te tāruatia. Āta panui i te mātapuna (i panonitia) nei: <http://www.stuff.co.nz/business/industries/8104408/Economys-growth-hit-revealed>

i te marama o Mahuru i te tau 2010, ā, ka noho pērā tonu i te hauwhā ā-tau o Hakihea i taua tau.

RESOURCE A: WIKIPEDIA PAGE

*For copyright reasons, this resource cannot be reproduced here.
See source (adapted): www.wikipedia.org*

RESOURCE B: INTERNET NEWSPAPER ARTICLE

Economy's second slump revealed

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See source (adapted): [http://www.stuff.co.nz/business/industries/8104408/
Economys-growth-hit-revealed](http://www.stuff.co.nz/business/industries/8104408/Economys-growth-hit-revealed)*

September 2010 and staying flat in the December quarter that year.

TE RAUEMI C: HE PŪRONGO I TE PUKA MĀHENI A TE RŌPŪ AHUMAHĪ

Ngā tatauranga i te ahumahi pukapuka: he panonitanga kei te haere

He motuhake kē tēnei rauemi, e kore e taea te tāruatia. Āta panui i te mātapuna (i panonitia) nei: <http://www.booksellers.co.nz/book-news/nielsen-book-industry-statistics-foreshadowing-change>

hekenga o te uara o ngā pukapuka i hokona.

TE RAUEMI D: TE HANGA HOU

He motuhake kē tēnei rauemi, e kore e taea te tāruatia. Āta panui i te mātapuna (i panonitia) nei: <http://en.wikipedia.org/wiki/Restructuring>

RESOURCE C: INDUSTRY ASSOCIATION MAGAZINE ARTICLE**Book industry statistics: foreshadowing change**

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See source (adapted): <http://www.booksellers.co.nz/book-news/nielsen-book-industry-statistics-foreshadowing-change>*

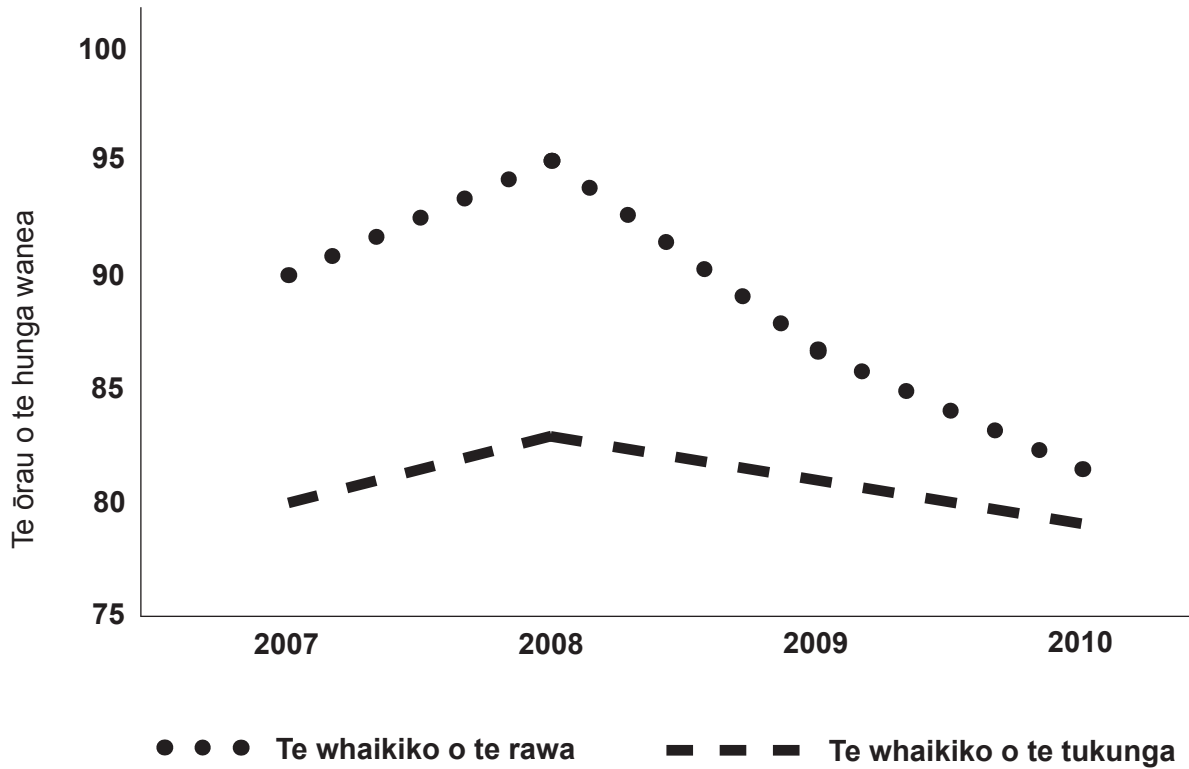
per cent.

RESOURCE D: RESTRUCTURING

*For copyright reasons, this resource cannot be reproduced here.
See source (adapted): <http://en.wikipedia.org/wiki/Restructuring>*

TE RAUEMI E: TE UIUI I TE WANEA O TE KIRITAKI I *EDSON ROSS READ*

I whakaatuhia te kauwhata kei raro iho nei i tētahi hui mā ngā kaiwhakahaere matua i te tau 2010, i te pakihi o *Edson Ross Read*. Ko tana pūtake, ko ngā hua o tētahi uiui kiritaki o nā tata nei, ā, e whakaatu ana i te heke haeretanga o te wanea o te kiritaki ki ngā rawa a te pakihi i te wā o te hanga houtanga.



TE RAUEMI F: HE PŪRONGO PUKA MĀHENI Ā-IPURANGI

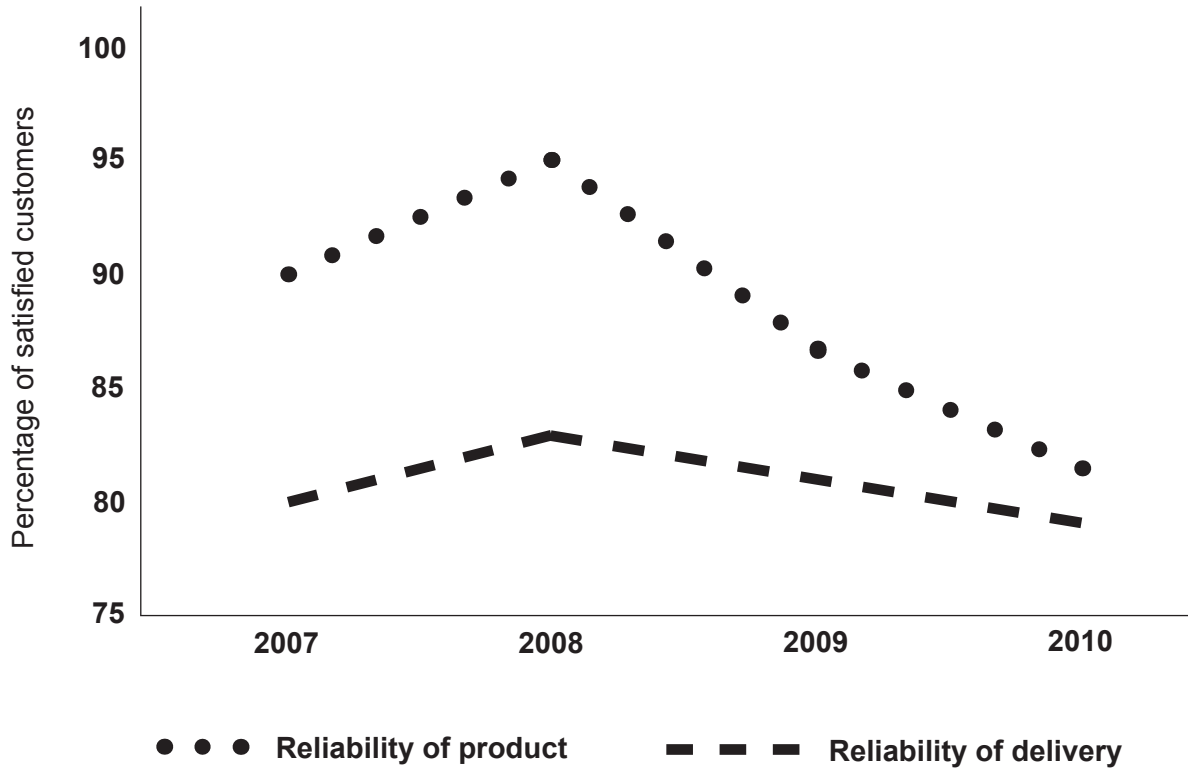
Ko Apple ki a Samsung: ngā pitopito kōrero hou i te tohe whakamana ā-ture

He motuhake kē tēnei rauemi, e kore e taea te tāruatia. Āta panui i te mātapuna (i panonitia) nei: <http://www.pcpro.co.uk/news/376123/apple-vs-samsung-the-latest-news-from-the-patent-battle#ixzz2JRlpcDF7>

whakahoro hoki.

RESOURCE E: CUSTOMER SATISFACTION SURVEY AT *EDSON ROSS READ*

The graph below was shown at a senior management meeting in 2010 at *Edson Ross Read*. It was based on a recent customer survey, and shows falling customer satisfaction with the company's products during the period of the restructuring.



RESOURCE F: INTERNET MAGAZINE ARTICLE

Apple vs Samsung: the latest news from the patent battle

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See source (adapted): <http://www.pcpro.co.uk/news/376123/apple-vs-samsung-the-latest-news-from-the-patent-battle#ixzz2JRlpcDF7>*

ongoing and destructive battles have undermined the two companies' brands.

English translation of the wording on the front cover

Level 3 Business Studies, 2013

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

9.30 am Monday 25 November 2013
Credits: Four

RESOURCE BOOKLET

Refer to this booklet to answer the questions for Business Studies 91381.

Check that this booklet has pages 2–7 in the correct order and that none of these pages is blank.

YOU MAY KEEP THIS BOOKLET AT THE END OF THE EXAMINATION.