

91381R



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

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 2–4 in the correct order and that none of these pages is blank.

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

RESOURCE A: WIKIPEDIA PAGE

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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.

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>*

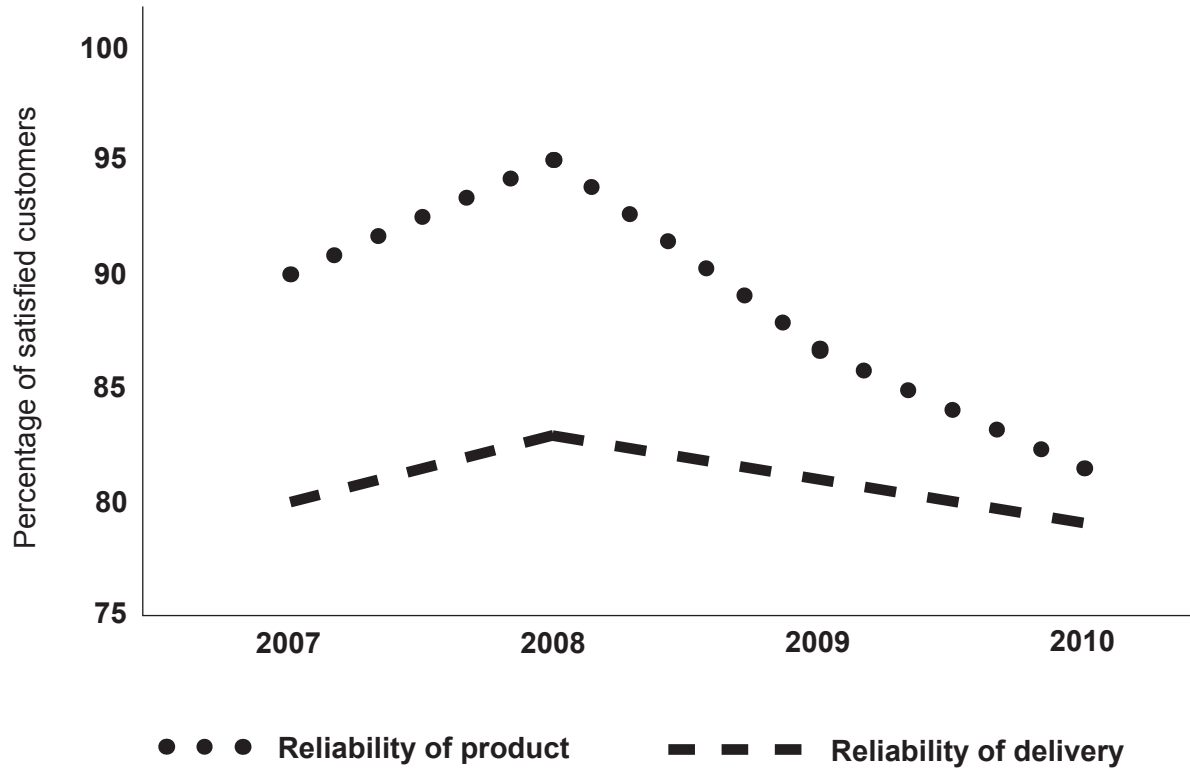
per cent.

RESOURCE D: RESTRUCTURING

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See source (adapted): <http://en.wikipedia.org/wiki/Restructuring>*

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.