See back cover for an English translation of this cover

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90838M

908385

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NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

Mātauranga Pakihi, Kaupae 1, 2014

90838M Whakaaturia he māramatanga ki ngā āhuatanga ā-waho e pā ana ki tētahi pakihi iti

2.00 i te ahiahi o te Rāpare, te 20 o Whiringa-ā-rangi, 2014
Whiwhinga: E whā

Paetae	Kaiaka	Kairangi
Whakaaturia he māramatanga ki ngā āhuatanga ā-waho e pā ana ki tētahi pakihi iti.	Whakaaturia he māramatanga taipitopito ki ngā āhuatanga ā-waho e pā ana ki tētahi pakihi iti.	Whakaaturia te matatau ki ngā āhuatanga ā-waho e pā ana ki tētahi pakihi iti.

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 whārangi.

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

Kōrerohia ngā mātauranga pakihi e hāngai ana, ngā ariā pakihi Māori hoki rānei, i roto i ō whakautu.

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

Tirohia mena e tika ana te raupapatanga o ngā whārangi 2 – 21 kei roto i tēnei puka, ka mutu, kāore tētahi o aua whārangi 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

© Mana Tohu Mātauranga o Aotearoa, 2014. Pūmau ana te mana.
Kāore e whakaaetia kia tāruahia tētahi paku wāhanga o tēnei puka ki te kore te Mana Tohu Mātauranga e mātua whakaae.

MĀ TE KAIMĀKA ANAKE

TE PĀTAI TUATAHI: NGĀ WHAKAAWENGA Ā-TURE – ĀHUATANGA MAHI

He pakihi hokohoko iti a *Macey's Paint Shop* nā Jim Macey. Ka hokona e *Macey's* ngā tūmomo peita katoa. Nā te nui o ngā hōtaka "māu tonu e hanga" e pāhotia ana i te pouaka whakaata, kua tupu te pakihi o *Macey's* i nā tata nei, nō reira me whai kaimahi atu anō.

(a) Ka whai kaimahi ana te pakihi, me mātua tuku tētahi kirimana mahi ki ia kaimahi. Whakaahuatia tēnei mea, te kirimana mahi.

(b) Āta whakamāramatia ngā hua o te whai kirimana mahi.
I roto i tō whakautu, āta whakamāramatia:

- TĒTAHI hua ka puta ki te kaimahi i te whai kirimana mahi
- TĒTAHI hua ka puta ki te kaituku mahi i te whai kirimana mahi.

Te hua ki te kaimahi:

Te hua ki te kaituku mahi:

QUESTION ONE: LEGAL INFLUENCES – EMPLOYMENT RELATIONS

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Macey's Paint Shop is a small retail business owned by Jim Macey. *Macey's* sells all types of paint. Due to all the "do-it-yourself" (DIY) shows on television, *Macey's* has experienced some recent growth and needs to employ additional staff.

(a) When employing staff, businesses must supply each employee with an employment agreement. Describe what an employment agreement is.

(b) Fully explain the benefits of having an employment agreement.
In your answer, fully explain:
- ONE benefit to the employee of having an employment agreement
- ONE benefit to the employer of having an employment agreement.

Benefit to the employee:

Benefit to the employer:

MĀ TE KAIMĀKA ANAKE

I te tau 2011 i whakaurua e te Kāwanatanga o Aotearoa te wā whakamātautau 90-rā mō ngā kaimahi hou.

(c) Whakamahia he pakihi iti e mōhiotia ana kua mātaitia e koe (kāore e nui ake ana i te 20 ōna kaimahi, ā, e whaitake ana ki te hapori pātata, ki te hapori whānui rānei), hei āta whakamārama i ngā pānga o te wā whakamātautau 90-rā.
I roto i tō whakautu:

- whakaahuatia te wā whakamātautau 90-rā, whakatakotohia hoki te take i whakaurua ai
- āta whakamāramatia TĒTAHI **hua** ka puta ki te **kaituku mahi** o te pakihi kua tohua, i te urunga mai o te wā whakamātautau 90-rā
- āta whakamāramatia TĒTAHI **mate** ka pā ki te **kaimahi** o te pakihi kua tohua, i te urunga mai o te wā whakamātautau 90-rā.

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

He wāhi anō e wātea ana mō tēnei whakautu kei te whārangi e whai ake ana.

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In 2011 the New Zealand Government introduced the 90-day trial period for new employees.

(c) Using a named small business you have studied (maximum of 20 workers and / or with local or community significance), fully explain the effects of the 90-day trial period.

In your answer:

- describe the 90-day trial period and state **why** it was introduced
- fully explain ONE **advantage** for the **employer** of the named business of having the 90-day trial period
- fully explain ONE **disadvantage** for the **employee** of the named business of having the 90-day trial period.

Name of the small business	
Good(s) sold or service(s) provided	

More space for this answer is available on the next page.

MĀ TE KAIMĀKA ANAKE

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MĀ TE KAIMĀKA ANAKE

TE PĀTAI TUARUA: TE WHAKATAETAE

Ko *Macey's Paint Shop* te toa peita kotahi anake i te hapori, i tēnei wā. Kua rongo te tangata nāna te pakihi, a Jim, tērā pea ka hūnuku mai ki te rohe pātata tētahi kaiwhakataetae tino nui ka waihanga i āna ake peita, ka hoko tōtika atu ai ki te kiritaki. E whakaawetia ana e tēnei kaiwhakataetae nui tētahi wāhanga nui tonu o te au tauhokohoko o Aotearoa, ā-tiri tauhokohoko nei.

(a) Whakaahuatia ngā take e noho ai pea ngā pakihi ōrite ki te wāhi kotahi.

(b) Āta whakamāramatia ngā hua o te manaaki kiritaki i roto i te taiao whakataetae.
I roto i tō whakautu, āta whakamāramatia:

- TĒTAHI hua ka puta ki te kiritaki i tā te pakihi manaaki i te kiritaki
- TĒTAHI hua ka puta ki te pakihi i tana manaaki i te kiritaki.

Te hua ki te kiritaki:

Te hua ki te pakihi:

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QUESTION TWO: COMPETITION

Macey's Paint Shop is currently the only paint shop in the local community. Jim, the owner, has heard that a very large competitor that manufactures its own paint and sells direct to the customer might be moving into the local area. This larger competitor already dominates the New Zealand marketplace in terms of market share.

(a) Describe why similar businesses might locate in the same area.

(b) Fully explain the benefits of having good customer service when operating in a competitive environment.

In your answer, fully explain:

- ONE benefit to the customer of a business providing good customer service
- ONE benefit to a business of providing good customer service.

Benefit to the customer:

Benefit to the business:

MĀ TE KAIMĀKA ANAKE

(c) Matapakihia ngā pānga pea ki te pakihi i te urunga mai o tētahi kaiwhakataetae nui ake, e whakaawe ana i te au tauhokohoko, ā-tiri tauhokohoko nei.

I roto i tō whakautu:

- tautuhia te kīanga pakihi "tiri tauhokohoko", homai hoki TĒTAHI tauira e hāngai ana ki a *Macey's Paint Shop*
- āta whakamāramatia TĒTAHI pānga **wāpoto** tērā tonu pea ka pā ki a *Macey's Paint Shop* i te urunga mai o te kaiwhakataetae nui ake
- āta whakamāramatia TĒTAHI pānga **wāroa** ka pā pea ki a *Macey's Paint Shop* ki te kore e whaihua tana urupare.

He wāhi anō e wātea ana mō tēnei whakautu kei te whārangi e whai ake ana.

ASSESSOR'S USE ONLY

(c) Discuss how the business could be affected by the entry of a larger competitor that dominates the New Zealand marketplace in terms of market share.

In your answer:

- define the business term "market share" and give ONE example relevant to *Macey's Paint Shop*
- fully explain ONE likely **short-term** effect of the entry of the larger competitor on *Macey's Paint Shop*
- fully explain ONE possible **long-term** effect on *Macey's Paint Shop* if it did not respond effectively.

More space for this answer is available on the next page.

MĀ TE KAIMĀKA ANAKE

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MĀ TE KAIMĀKA ANAKE

TE PĀTAI TUATORU: NGĀ WHAKAAWETANGA Ā-ŌHANGA

He rite tonu te puta o te kōrero i te ao pāpāho mō te pikinga o tā te kiritaki hokohoko. E turuki ana te huringa ohaoha ā-pakihi, me te aha, he maha ake ngā whare e waihangatia ana.

(a) Whakaahuatia te tikanga o te huringa ohaoha ā-pakihi.

(b) Matapakihia ngā putanga ka hua pea ki a *Macey's Paint Shop,* ki te maha ake ngā whare e waihangatia ana.

I roto i tō whakautu, āta whakamahukitia:

- TĒTAHI putanga whaihua tērā tonu pea ka hua ki a *Macey's Paint Shop*
- TĒTAHI putanga kino tērā tonu pea ka hua ki a *Macey's Paint Shop*.

Putanga whaihua:

Putanga kino:

QUESTION THREE: ECONOMIC INFLUENCES

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There has been a lot of talk in the media recently about increased consumer spending. The business cycle is experiencing an upturn. Consequently there are more houses being built.

(a) Describe what is meant by the business cycle.

(b) Discuss the possible consequences for *Macey's Paint Shop* if there are a greater number of houses being built.

In your answer, fully explain:

- ONE likely positive consequence for *Macey's Paint Shop*
- ONE likely negative consequence for *Macey's Paint Shop*.

Positive consequence:

Negative consequence:

Ko te whakahekenga ā-ōhanga tētahi anō wāhanga o te huringa ohaoha ā-pakihi.

MĀ TE KAIMĀKA ANAKE

(c) Āta whakamāramatia ngā pānga o te whakahekenga ā-ōhanga ka puta pea ki a *Macey's Paint Shop*.

I roto i tō whakautu:

- tautuhia te kīanga "whakahekenga ā-ōhanga"
- āta whakamāramatia mā roto mai i te tauira KOTAHI, ngā pānga o te whakahekenga ā-ōhanga ka puta pea ki a *Macey's Paint Shop*
- āta whakamāramatia ngā huarahi e taea ai e *Macey's Paint Shop* te kaupare ngā pānga o tētahi whakahekenga ā-ōhanga.

He wāhi anō e wātea ana mō tēnei whakautu kei te whārangi e whai ake ana.

Recession is also part of the business cycle.

ASSESSOR'S USE ONLY

(c) Fully explain how a recession might affect *Macey's Paint Shop*.
In your answer:
- define the term "recession"
- fully explain, using ONE example, how a recession might affect *Macey's Paint Shop*
- fully explain how *Macey's Paint Shop* could deal with the effects of a recession.

More space for this answer is available on the next page.

MĀ TE KAIMĀKA ANAKE

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He whārangi anō ki te hiahiatia.
Tuhia te / ngā tau pātai, mena e hāngai ana.

TAU PĀTAI

MĀ TE KAIMĀKA ANAKE

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

QUESTION NUMBER

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English translation of the wording on the front cover

Level 1 Business Studies, 2014

90838 Demonstrate an understanding of external factors influencing a small business

2.00 pm Thursday 20 November 2014
Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate an understanding of external factors influencing a small business.	Demonstrate a detailed understanding of external factors influencing a small business.	Demonstrate a comprehensive understanding of external factors influencing a small business.

90838

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 2–21 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.

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