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90844M



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NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

SUPERVISOR'S USE ONLY

## Mātauranga Pakihi, Kaupae 2, 2014

### 90844M Whakaaturia te māramatanga ki ngā urupare a tētahi pakihī nui ki ngā take ā-waho

2.00 i te ahiahi o te Rātū, te 25 o Whiringa-ā-rangi, 2014  
Whiwhinga: E whā

Paetae	Kaiaka	Kairangi
Whakaaturia te māramatanga ki ngā urupare a tētahi pakihī nui ki ngā take ā-waho.	Whakaaturia te hōhonu o te māramatanga ki ngā urupare a tētahi pakihī nui ki ngā take ā-waho.	Whakaaturia te matatau ki ngā urupare a tētahi pakihī nui ki ngā take ā-waho.

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 KATOA kei roto i tēnei puka.**

Kōrerohia te mōhiotanga pakihī e hāngai ana me 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

### He pārongo whakamahuki

E hāngai ana ngā pātai katoa ki tētahi umanga whakaihuwaka waihanga atataunaki mō ngā whakaputanga ā-kiriata, ā-pouaka whakaata, ā-kiriata ipurangi hoki, ki a *Effects Galore*. Ko ngā kiritaki matua a *Effects Galore* he whakahaere pāpāho nui. E 40 ana kaimahi, he kaiwhakarere waituhi, he kaihoahoa me ētahi atu mātanga hangarau. I whakatūria te pakihi e Sam Alexander i te tau 2004 i roto i tana akoranga Hangarau Mōhiohio NCEA, ā, kua tupu hei pakihi whakahirahira ā-motu.

### TE PĀTAI TUATAHI: NGĀ WHAKAAWENGA Ā-HANGARAU

Kua wātea he huarahi pakihi, kua noho mōrearea hoki a *Effects Galore* i ngā panonitanga tere i te ao hangarau, pērā i te hanganga o ngā pāpāho pāpori hou me te ia ipurangi tino tere (4G). Ko te tāhae mai i te ipurangi me te piki haeretanga o te tātāwhāinga i ngā kaiwhakarere waituhi taiohi e mahi ana i te kāinga, ētahi mōrearea e rua noa iho tērā pea ka ara ake.

- (a) Whakamāramatia ka pēhea pea e pā ai tētahi take ā-waho, pērā i te panonitanga ā-hangarau, ki tētahi pakihi.

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- (b) Āta whakamāramatia TĒTAHI huarahi e wātea ana ki a *Effects Galore* ka puta i ngā panonitanga tere i te ao hangarau i tohua ai i te whakaaranga i runga ake nei.

I roto i tō whakautu, kōrerohia:

- ngā momo ratonga whakarere waituhi, hoahoa hoki e tukuna ana e *Effects Galore*
- te pānga pea ki ngā huamoni a *Effects Galore*.

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### Background information

All questions refer to *Effects Galore*, a leading New Zealand provider of special effects for film, television, and online video production. *Effects Galore's* main customers are large media organisations. It employs 40 animators, designers, and other technology experts. The company was started by Sam Alexander in 2004 as a part of his NCEA Information Technology course, and has grown into a business of national importance.

### QUESTION ONE: TECHNOLOGICAL INFLUENCES

Rapid changes in technology, such as the creation of new social media and cheaper ultra-fast broadband (4G), have presented both opportunities and threats to *Effects Galore*. Online piracy (theft) and increasing competition from young animators working from home are just two possible threats.

- (a) Explain how an external factor such as a technological change can impact on a business.

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- (b) Fully explain ONE opportunity for *Effects Galore* from the rapid changes in technology indicated in the stimulus above.

In your answer, refer to:

- the range of animation and design services offered by *Effects Galore*
- the possible impact on *Effects Galore's* profits.

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**E rere tonu ana Te Pātai Tuatahi i te whārangi 6 ➤**

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**Question One continues on page 7 ➤**











## TE PĀTAI TUARUA: NGĀ TAKE TŌRANGAPŪ

Hei whakaheke i te rahi o ngā taiohi e noho koremahi ana, e tukuna ana e te kāwanatanga ētahi whakawai ā-tāke (penapenatanga) ki ngā pakihi e haumi ana i Aotearoa me ērā e whakangungu ana i ngā taiohi kua puta ō rātou ihu i te kura, i roto i ētahi tūranga mahi.

E kaikā ana a Sam ki te rongō i ngā hua o ngā whakawai ā-tāke, ā, e mea ana ia ki te tuku mahi ki ngā kaiwhakarere waituhi taiohi ake, ki ngā kaiwhakamahi pāpāho pāpori taiohi ake hoki rānei.

- (a) Whakamāramatia ka pēhea pea e pā ai tētahi panonitanga o ngā kaupapa-here a te kāwanatanga, **i tua atu** i ngā whakawai ā-tāke, ki tētahi pakihi.

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- (b) Āta whakamāramatia ngā pānga E RUA ki a *Effects Galore* ka puta i te kaupapa-here whakawai ā-tāke hou a te kāwanatanga i whakaatuhia i runga ake nei. I roto i tō whakautu, tuhia ngā kōrero mō ngā whakawai ā-tāke e wātea ana ki a *Effects Galore* nā:

- tana whakapiki i ana haumi i roto o Aotearoa
- te whakangungu taiohi, kua puta ō rātou ihu i te kura, i roto i ngā tūranga mahi.

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### QUESTION TWO: POLITICAL FACTORS

To reduce high youth unemployment, the government is offering tax incentives (savings) to businesses that invest in New Zealand, and those who employ school leavers for on-the-job training.

Sam is very keen to take advantage of the tax incentives, and plans to employ younger animators and/or social media users.

- (a) Explain how a change in government policy, **other than** tax incentives, can impact on a business.

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- (b) Fully explain TWO impacts on *Effects Galore* of the government's new tax incentive policy outlined above.

In your answer, include reference to the tax incentives available to *Effects Galore* by:

- increasing its investment in New Zealand
- offering on-the-job training to school leavers.

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**E rere tonu ana Te Pātai Tuarua i te whārangi 14 ►**

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**Question Two continues on page 15 ►**











## TE PĀTAI TUATORU: NGĀ UNIANA KAIMAHI

Kei tētahi wāhi i Aotearoa a *Effects Galore* e nui ake ana te pāpātanga o ngā taiohi koremahi tēnā i te tau wawaenga ā-motu. E whakahē ana te uniana kaimahi hangarau, e tū ana hei māngai mō tētahi haurua o ngā kaihoahoa me ngā kaiwhakarere waituhi i *Effects Galore*, i tā Sam toro ki ngā whakawai a te kāwanatanga (i whakaahuatia i te whārangi 10) kia whakangungua ngā taiohi kua puta ō rātou ihu i te kura, i roto i ngā tūranga mahi. E kapatau ana te uniana kaimahi hangarau kia haria te take nei ki te kōti ahumahi.

Kua whakapā atu tētahi taiwhanga matua i Hollywood ki a Sam ki te pātai mena e kaha ana a *Effects Galore* ki te tuku ratonga hoahoa, hangarau hoki ki tana whakaputanga kiriata pūtea-nui hou, engari e tāria ana te hua o te take uniana i mua i te whakataunga whakamutunga āe rānei me koke.

- (a) Whakamāramatia TĒTAHI mahi a tētahi uniana kaimahi.

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- (b) Āta whakamāramatia ka pēhea pea e pā ai ngā mahi a tētahi uniana kaimahi ki tētahi pakihi nui (neke atu i te 20 ana kaimahi, e whakahirahira ana ā-motu, ā-rohe rānei) kua mātaitia e koe.

I roto i tō whakautu, me kōrero koe e pā ana ki:

- ngā kirimana tōpū mā ngā **mema anake o te uniana kaimahi**
- ngā āhuatanga mahi ka pā ki ngā kaimahi katoa i te pakihi kua tohua.

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

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**QUESTION THREE: TRADE UNIONS**

*Effects Galore* is located in an area of New Zealand with a higher rate of youth unemployment than the national average. The technology trade union (TTU), which represents half of all the designers and animators at *Effects Galore*, is against Sam taking advantage of the government incentives (described on page 11) to train school leavers on the job. The TTU is threatening industrial action.

A major Hollywood studio has contacted Sam about the possibility of *Effects Galore* providing some design and technology services for its latest big-budget production, but is waiting for the outcome of the union action before making a final decision whether to proceed.

(a) Explain ONE role of a trade union.

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(b) Fully explain how a trade union may impact on a large business (more than 20 employees or with a national or regional significance) you have studied.

In your answer, you should refer to:

- collective agreements for **the members of the trade union only**
- working conditions for all workers at the named business.

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

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**E rere tonu ana Te Pātai Tuatoru i te whārangi 22 ►**

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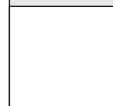
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**Question Three continues on page 23 ➤**





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*English translation of the wording on the front cover*

## Level 2 Business Studies, 2014

### 90844 Demonstrate understanding of how a large business responds to external factors

2.00 pm Tuesday 25 November 2014

Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of how a large business responds to external factors.	Demonstrate in-depth understanding of how a large business responds to external factors.	Demonstrate comprehensive understanding of how a large business responds to external factors.

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.**

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