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90838M



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD
KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

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Mātauranga Pakihi, Kaupae 1, 2015

90838M Te whakaatu māramatanga ki ngā āhuatanga ā-waho e whakaawe ana i te pakihiki iti

9.30 i te ata o te Rāmere, te 27 o Whiringa-ā-rangi, 2015
Whiwhinga: E whā

Paetae	Kaiaka	Kairangi
Te whakaatu māramatanga ki ngā āhuatanga ā-waho e whakaawe ana i te pakihiki iti.	Te whakaatu māramatanga taipitopito ki ngā āhuatanga ā-waho e whakaawe ana i te pakihiki iti.	Te whakaatu i te matatau ki ngā āhuatanga ā-waho e whakaawe ana i te pakihiki iti.

Tirohia mēnā e rite ana te Tau Ākonga ā-Motu (NSN) kei runga i tō puka whakauru ki te tau kei runga i tēnei whārangī.

Me whakamātau koe i ngā tūmahi KATOA kei roto i tēnei pukapuka.

Kōrerohia ngā mātauranga pakihiki e hāngai ana me ngā ariā pakihiki Māori, tētahi rānei o ēnei, i roto i ō tuhinga.

Mēnā ka hiahia whārangī atu anō koe mō ō tuhinga, whakamahia ngā whārangī wātea kei muri o tēnei pukapuka.

Tirohia mēnā e tika ana te raupapatanga o ngā whārangī 2-23 kei roto i tēnei pukapuka, ka mutu, kāore tētahi o aua whārangī i te takoto kau.

ME HOATU RAWA KOE I TĒNEI PUKAPUKA KI TE KAIWHAKAHAERE Ā TE MUTUNGA O TE WHAKAMĀTAUTAU.

TE TAPEKE

MĀ TE KAIMĀKA ANAKE

TE TŪMAHI TUATAHI: NGĀ WHAKAAWENGA Ā-TURE – FAIR TRADING ACT 1986

He pāmu hēki iti tā Joe Green kei te rohe o Waikato e kīia nei ko *The Egg Range Ltd*. Kua hia tau ia e mahi ana i roto i te rohe, ka mutu, e mōhio whānuitia ana, e whakaaro nuitia ana hoki ia hei tangata mahi pakihi. Ka whakatairanga ia i te whakaputanga me te hokotanga o ana hēki katoa hei hēki taka noa. Ko ngā hēki taka noa, he hēki i puta mai i te heihei e wātea ana ki te haereere i waho. Heoi anō, ehara te katoa o ngā heihei a Joe i te heihei taka noa. He mea whakatipu ētahi i roto i te pākoro, ā, kāore e puta ki waho. He māharahara kua ara ake i tētahi o te hapori mō ngā rawa taka noa a Joe.

- (a) Āta whakamāramatia te āhua o te hāngaitanga o te Fair Trading Act 1986 ki te whakatairangatanga o ngā rawa ka whakaputaina e *The Egg Range Ltd*.

I tō tuhinga:

- whakaahuatia te whāinga matua, te take rānei o te Fair Trading Act 1986
- āta whakamāramatia, me homai hoki tētahi tauira, e kitea ai me aha rawa pea a *The Egg Range Ltd* e ū ai ia ki te Fair Trading Act 1986.

QUESTION ONE: LEGAL INFLUENCES – FAIR TRADING ACT 1986

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Joe Green owns a small egg farm in the Waikato region called *The Egg Range Ltd*. He has been in the area for many years and is a well-known and well-regarded businessman. He promotes the production and sale of all his eggs as free range eggs. Free range eggs are defined as eggs produced from hens that roam freely outdoors. However, not all of Joe's hens are free range. Some of them are raised inside a barn and do not spend time outdoors. A member of the public has raised concerns about Joe's free range products.

(a) Fully explain how the Fair Trading Act 1986 applies to *The Egg Range Ltd's* promotion of its products.

In your answer:

- describe the main objective or purpose of the Fair Trading Act 1986
- fully explain, with an example, what *The Egg Range Ltd* might have to do to comply with the Fair Trading Act 1986.

- (b) Mā te whakamahi i tētahi pakihi iti e mōhiohia ana (kāore e nui ake ana i te 20 ōna kaimahi, ā, e whaitake ana ki te hāpori pātata, ki te hāpori whānui rānei), kōrerotia te āhua o te pānga o te Fair Trading Act 1986 tērā pea ka puta ki te pakihi kua whakaingoatia.

Te ingoa o te pakihi iti	
He rawa ka hokona atu, he ratonga rānei ka tukuna	

I tō tuhinga:

- whakaahuatia tētahi tauira e kitea ai me aha te pakihi e ū ai ia ki te Fair Trading Act 1986
- āta whakamāramatia TĒTAHI pānga pai ki te kiritaki, ina ū te pakihi kua whakaingoatia ki te Fair Trading Act 1986
- āta whakamāramatia kia RUA ngā pānga kino ki te kiritaki, ina kāore te pakihi kua whakaingoatia e ū ki te Fair Trading Act 1986.

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

- (b) Using a named small business (maximum of 20 workers and/or with a local or community significance), discuss how the Fair Trading Act 1986 could affect the named business.

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

In your answer:

- describe an example of what the business should do to comply with the Fair Trading Act 1986
- fully explain ONE positive consequence for the customer, of the named business complying with the Fair Trading Act 1986
- fully explain TWO negative consequences for the named business of not complying with the Fair Trading Act 1986.

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



TE TŪMAHI TUARUA: NGĀ WHAKAAWENGA Ā-ŌHANGA ME TE WHAKATAETAE

E mōhio ana ngā kiritaki ki ngā tūkinotanga ka hua i te whakatipu heihei noho paekati kia puta mai ai he hēki, ā, kua tokomaha ake te hunga e pai ana ki te hoko i ngā hēki taka noa, i ngā hēki rānei i puta mai i te pākoro. He whiriwhiringa ā-pāpori tēnei mā te kiritaki e whakatau. Heoi, kāore anō te ōhanga kia tino piki mai i te wā o te whakahekenga, ā, kāore i te nui ngā toenga pūtea a ētahi o ngā kiritaki hei whakapaunga mā rātau.

(a) Āta whakamāramatia te pānga o te āhua o te ōhanga ki te hokotanga o ngā hēki taka noa. I tō tuhinga:

- whakamāramatia he take ka nui ake te tonu utu a te kaipāmu hēki mō ngā hēki taka noa tērā i tana tonu utu mō ngā hēki i puta mai i ngā heihei noho paekati
- āta whakamāramatia te āhua ka pā pea ki te hokotanga o ngā hēki taka noa i ngā wā o te whakahekenga ōhanga.

QUESTION TWO: ECONOMIC INFLUENCES AND COMPETITION

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Consumers are aware of the cruelty involved in the farming of caged hens to produce eggs, and more are choosing to buy free range eggs or barn-raised eggs. This is a social choice that consumers make. However, the economy has not fully recovered from the last recession, and some consumers do not have much disposable income.

(a) Fully explain how the state of the economy can affect the sale of free range eggs.

In your answer:

- explain why egg farmers may be more likely to charge a higher price for free range eggs than eggs farmed from caged hens
- fully explain what might happen to the sale of free range eggs during an economic recession.

Kua rongoa a Joe i ētahi wawara e mea ana kei te hūnuku tētahi pāmu hēki nui ake ki te rohe, me te whāinga kia whakatipu heihei taka noa, kia hokona atu hoki he hēki taka noa me te matūkore. Ahakoa he nui ake te utu o te hēki matūkore, ka noho tonu tēnei hei whakataetae atu ki a *The Egg Range Ltd*, nā te mea kei te rere kē te whakapae i waenga i ngā kiritaki e mea ana ehara ngā hēki katoa a Joe i te hēki taka noa, ā, kāore hoki a Joe e whāngai ana i āna heihei ki te kai matūkore, e kaha haere ake nei te paingia e ngā kiritaki. Heoi, kei te āhua hou tonu te au tauhokohoko.

(b) Kōrerotia te pānga o te whakataetae tērā pea ka puta ki a *The Egg Range Ltd*, ā, tautohua ngā rongoa e pai ai tā *The Egg Range Ltd* tuki atu ki te kaiwhakataetae hou.

I tō tuhinga:

- āta whakamāramatia ngā pānga kino e RUA tērā pea ka puta ki a *The Egg Range Ltd* nā te kaiwhakataetae hou
- whakaahuatia kia RUA ngā rongoa e pai ai tā *The Egg Range Ltd* tuki atu ki te kaiwhakataetae hou
- kōwhiria te rongoa pai ake, ā, āta whakamāramatia he take e whaihua ake ai tēnei i tērā atu rongoa.

Joe has heard rumours that a larger egg farm is moving into the area, with the intention of raising free range hens and selling organic free range eggs. Even though organic eggs are more expensive, this will still create some competition for *The Egg Range Ltd*, as there is already speculation amongst consumers that Joe's eggs are not all free range, and also because Joe does not give his birds organic bird feed, which is growing more popular with consumers. However, it is still a relatively new market.

(b) Discuss how the potential competition will affect *The Egg Range Ltd* and identify solutions for *The Egg Range Ltd* to deal with the new competitor.

In your answer:

- fully explain TWO negative effects the new competitor might have on *The Egg Range Ltd*
- describe TWO solutions for *The Egg Range Ltd* to deal with the new competitor
- select the better solution, and fully explain why it would be more effective than the other solution.

TE TŪMAHI TUATORU: TE HUNGA WHAI PĀNGA

Ka puta he pānga i ngā pāmu ki te maha o ngā momo hunga whai pānga, pēnei i te kiritaki, i te kaiwhakarato, i te hapori pātata, i te kaunihera ā-rohe hoki.

(a) Kōrerotia te hononga i waenga i ngā kaiwhakarato, hei hunga whai pānga ā-waho, me *The Egg Range Ltd.*

I tō tuhinga:

- whakamāramatia te kīanga “hunga whai pānga ā-waho”
- āta whakamāramatia te pānga ka puta mai i ngā kaiwhakarato (hei hunga whai pānga ā-waho) me *The Egg Range Ltd* ki a rāua anō, homai hoki tētahi tauira.

QUESTION THREE: STAKEHOLDERS

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Farms affect many different external stakeholders, such as customers, suppliers, local community, and local government.

(a) Discuss the relationship between suppliers, as external stakeholders, and *The Egg Range Ltd.*

In your answer:

- explain the term "external stakeholders"
- fully explain, with an example, the effect that suppliers (as external stakeholders) and *The Egg Range Ltd* may have on each other.

The objectives of different stakeholders may conflict, and the business needs to work at meeting the expectations of all stakeholders.

(b) Discuss how customer objectives and local government objectives for *The Egg Range Ltd* may conflict.

In your answer:

- describe how stakeholder objectives can conflict
- fully explain a situation where the objectives of *The Egg Range Ltd's* customers may conflict with the objectives of local government, and how these may affect the business
- fully explain how *The Egg Range Ltd* may meet the conflicting expectations of these two stakeholders, in the short term and the long term.

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



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**He whārangi anō ki te hiahiatia.
Tuhia te tau tūmahi mēnā e hāngai ana.**

TE TAU
TŪMAHI

English translation of the wording on the front cover

Level 1 Business Studies, 2015

90838 Demonstrate an understanding of external factors influencing a small business

9.30 a.m. Friday 27 November 2015
Credits: Four

90838

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.

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 2–23 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.