

90844



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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SUPERVISOR'S USE ONLY

Level 2 Business Studies, 2015

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

2.00 p.m. Tuesday 1 December 2015
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 2–12 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.

TOTAL

ASSESSOR'S USE ONLY

(b) Discuss TWO solutions for *BMC* – other than the creation of a new product – that would reduce the impact of ethical influences, and justify which solution would be the more appropriate.

In your answer:

- describe TWO solutions to reduce the ethical influences impacting on *BMC*
- fully explain how each solution would benefit *BMC*
- justify, with TWO reasons, which solution for reducing the impact of ethical influences may be preferable for *BMC* to implement.

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

QUESTION TWO: TECHNOLOGICAL CHANGE

BMC is an innovative organisation. It has been developing a new product, Buzz Lite, that will be launched in early 2016. Buzz Lite is a new energy drink with very low sugar and caffeine, and comes in a unique recyclable container. New technology has made this possible. *BMC* argues that Buzz Lite could be very profitable, and will increase *BMC's* commitment to citizenship, to further benefit sports clubs around New Zealand.

(a) Fully explain why *BMC* needs to respond to technological change.

In your answer, refer to:

- ONE positive consequence of *BMC* responding to technological change
- ONE negative consequence of *BMC* **not** responding to technological change.

- (b) Discuss how a business you have studied (with more than 20 employees, or having a national or regional significance) has responded to technological change. You may refer to the impact of technological change on either **marketing** OR **production** for your chosen organisation.

In your answer:

- explain, with an example, how your chosen business has responded to technological change
- fully explain ONE benefit and ONE cost of the response, to your business
- justify the response of your business to technological change, in terms of the degree of success it has achieved.

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