See back cover for an English translation of this cover

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91379M

913795

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NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

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

Mātauranga Pakihi, Kaupae 3, 2015

91379M Te whakaatu i te māramatanga ki te pāhekohekotanga o ngā take ā-roto i roto i tētahi pakihi e whakahaerehia ana i te ao whānui

2.00 i te ahiahi o te Rātū, te 24 o Whiringa-ā-rangi, 2015
Whiwhinga: E whā

Paetae	Kaiaka	Kairangi
Te whakaatu i te māramatanga ki te pāhekohekotanga o ngā take ā-roto i roto i tētahi pakihi e whakahaerehia ana i te ao whānui.	Te whakaatu i te māramatanga hōhonu ki te pāhekohekotanga o ngā take ā-roto i roto i tētahi pakihi e whakahaerehia ana i te ao whānui.	Te whakaatu i te matatau ki te pāhekohekotanga o ngā take ā-roto i roto i tētahi pakihi e whakahaerehia ana i te ao whānui.

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

KOTAHI te tūmahi kei roto i tēnei pukapuka. Me whakamātau koe i ngā wāhanga KATOA o te tūmahi.

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

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

Tirohia mēnā e tika ana te raupapatanga o ngā whārangi 2–19 kei roto i tēnei pukapuka, ka mutu, kāore tētahi o aua whārangi 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

© Mana Tohu Mātauranga o Aotearoa, 2015. Pūmau ana te mana.
Kāore e whakaaetia ana kia tāruahia tētahi paku wāhanga o tēnei pukapuka ki te kore te Mana Tohu Mātauranga e mātua whakaae.

Whakamahia ngā pārongo whakamahuki kei raro nei, ngā pārongo āpiti kei ētahi atu pouaka me tōu mātauranga pakihi hei whakaoti i tēnei tūmahi.

He motuhake kē tēnei rauemi, e kore e taea te tāruatia. Āta panui i te mātapuna (i panonitia) nei: http://www.campervan.co.nz/images/MICRO-Alpha/Campervan%20Fleet/2Berth-Cutaway.jpg

He kamupene a *Moa Campers* kei Aotearoa kua whakarārangitia ki te Rārangi Tauhokohoko Tiri Pakihi mai i te tau 1994. Kua tupu te nui o te pakihi, ā, ko ia te kaiwhakanao nui katoa i Aotearoa, i Ahitereiria me Te Tonga o Awherika e hanga ana i ngā waka hararei. E mea ana te pakihi ki te hūnuku i ana wakanoho ki te au tauhokohoko i ngā whenua o Āhia ki te Tonga mā Uru ā kō tata nei. E tupu haere ana te hunga e hiahia ana ki te haereere haere i taua takiwā, ā, kua puta te kōrero tērā tētahi pakihi nō Wīwī ka hoko wakanoho ki reira ākuanei.

I te nuinga o te wā, kī ana te tari whakanao i ngā kaimahi mātanga kua roa e mahi ana i te pakihi.

Use the background information below, the supplementary information in the other boxes, and your business knowledge to complete this task.

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See: http://www.campervan.co.nz/images/MICRO-Alpha/Campervan%20Fleet/2Berth-Cutaway.jpg

Moa Campers is a New Zealand-based company that has been listed on the New Zealand Stock Exchange since 1994. It has grown in size to be the largest manufacturer of holiday vehicles in New Zealand, Australia, and South Africa. It intends to move its campervans into the South East Asian market in the near future. There is a growing market for travel in this region, and there are rumours that a French firm will soon be selling campervans there.

The production department is generally made up of highly skilled staff who have worked in the business for a long time.

MĀ TE KAIMĀKA ANAKE

E manawa whakahī ana te Kaiwhakahaere Whakanaonga ki ngā kaupapa here whakarite i te kounga kua whāia e *Moa Campers* mō ētahi tau. Heoi anō, i nā tata nei i tae mai ai ētahi amuamu mō te kounga o ngā wakanoho ki te tīma hokohoko. Kua tupu haere hoki ngā arotake kino a ngā kaihoko i te ipurangi. E mārama ana te kitea e ngā kaiwhakahaere matua o te pakihi he raruraru e pā ana ki te whakahaeretanga o te kounga kei roto i te tari whakanao, ā, me whakatau tēnei raruraru, ka tika.

(a) Āta whakamāramatia te pānga pea o te korenga o te whakahaeretanga o te kounga e whaihua i *Moa Campers* ki tana whai hua ā-moni nei i ngā au tauhokohoko o Aotearoa me Ahitereiria.

I tō tuhinga, kōrerohia:

- te pānga o te korenga o te whakahaeretanga o te kounga e whaihua, ka pā pea ki te pūmau o te kaihoko ki te tuakiri pakihi i roto i ngā au tauhokohoko o Aotearoa me Ahitereiria
- ngā putanga e pā ana ki ngā hua pakihi a *Moa Campers*.

ASSESSOR'S USE ONLY

The Production Manager prides herself on the quality control policies that *Moa Campers* has used for a number of years. However, recently the sales team has been receiving a number of complaints about the quality of the campervans. There has also been a growing number of negative consumer reviews online. It has become obvious to senior managers in the business that there is an issue with quality management in the production department, and that something has to be done.

(a) Fully explain how ineffective quality management at *Moa Campers* might impact on profitability in the New Zealand and Australian markets.

In your answer, refer to:

- the impact that ineffective quality management would have on brand loyalty in the New Zealand and Australian markets
- the consequences for profitability of *Moa Campers*.

MĀ TE KAIMĀKA ANAKE

Nō nā tata nei i tae ai te Tumuaki me te Kaiwhakahaere Whakanaonga ki tētahi hui i arotahi ai ki te whakapai ake i te whakataetae ā-pakihi i Aotearoa. He maha ngā mātaitanga pakihi i rangona ai e te Tumuaki mō ngā pakihi auaha o Aotearoa.

(b) Āta whakamāramatia TĒTAHI tauira o te auaha angitu o tētahi pakihi nō Aotearoa e whakahaerehia ana i te ao whānui, kua hōhonu te mātaitia e koe.

I roto i tō tuhinga:

- kōrerohia mēnā he tauira tēnā i te auaha ā-rawa, ā-tukanga rānei
- āta whakamāramatia ngā huarahi i taea ai e te pakihi te whakataetae, i taua auahatanga.

Te ingoa o te pakihi kei Aotearoa	
Te auahatanga	

ASSESSOR'S USE ONLY

The CEO and Production Manager recently attended a conference which focused on improving New Zealand business competitiveness. The CEO spent a lot of time hearing about case studies of innovative New Zealand businesses.

(b) Fully explain ONE example of successful innovation by a New Zealand firm operating in a global context that you have studied in depth.

In your answer:

- discuss whether it is an example of product or process innovation
- fully explain how the innovation has enabled the firm to be competitive.

Name of New Zealand-based business	
Innovation	

MĀ TE KAIMĀKA ANAKE

Nō te Tumuaki e titiro ana ki te auahatanga, i pau i te Kaiwhakahaere Whakanaonga te nuinga o te wā i te hui ki ngā āhuatanga o te whakahaere kounga. I tino aro atu ia ki ngā rautaki whakahaere i te kounga e whai ake nei:

Te Whakaū i te Kounga

Ngā Tikanga Whakapai Ake o Hapani

Ngā Porowhita Kounga

(c) Whiriwhirihia TĒTAHI o ngā rautaki whakahaere i te kounga i te pouaka o runga ake nei, ka arotake ai i te kaha o taua rautaki ki te whakapai ake i te whakahaeretanga o te kounga i *Moa Campers*.

I tō tuhinga:

- whakamāramatia te rautaki i kōwhiria, i te horopaki o *Moa Campers*
- āta whakamāramatia TĒTAHI pānga pai me TĒTAHI pānga kino a taua rautaki ki ngā mahi whakanao
- whakatakotohia he whakataunga e parahautia ana tae atu ki ngā pārongo hou, e pā ana ki te hāngai o taua rautaki ki a *Moa Campers*.

Te rautaki i kōwhiria:

He wāhi anō mō tō tuhinga mō tēnei tūmahi kei te whārangi e whai ake nei.

ASSESSOR'S USE ONLY

While the CEO looked at innovation, the Production Manager spent much of her time at the conference looking at quality management. She was very interested in the following quality management strategies:

Quality Assurance

Kaizen

Quality Circles

(c) Select ONE of the quality management strategies from the box above, and evaluate this strategy for its potential to improve quality management at *Moa Campers*.

In your answer:

- explain the chosen strategy in the context of *Moa Campers*
- fully explain ONE positive and ONE negative effect of this strategy for production
- provide a justified conclusion, including any new information, as to the suitability of this strategy for *Moa Campers*.

Selected strategy: _____

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

MĀ TE KAIMĀKA ANAKE

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MĀ TE KAIMĀKA ANAKE

Kua tupu te māharahara i waenga i ngā kaimahi mō te panonitanga o ngā rautaki whakahaere i te kounga tērā pea ka ara ake, ka mutu kua kitea rawatia te ātete o ētahi. E whakaae ana ngā kaiwhakahaere matua me kōkiri e rātou tētahi rautaki whakahaere panonitanga.

(d) Arotakehia tētahi rautaki whakahaere panonitanga e taea ana pea e te tīma ārahi i *Moa Campers* hei whakatau i te ātete ki ngā panonitanga.

I tō tuhinga:

- whakaahuatia te rautaki whakahaere panonitanga
- āta whakamāramatia TĒTAHI painga me TĒTAHI utu o te rautaki whakahaere panonitanga
- whakatakotohia he whakataunga e parahautia ana tae atu ki ngā pārongo hou, e pā ana ki te hāngai o taua rautaki ki a *Moa Campers*.

He wāhi anō mō tō tuhinga mō tēnei tūmahi kei te whārangi e whai ake nei.

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The potential change in quality management strategies has created some concern amongst workers, some of whom have been outwardly resistant. Senior managers recognise they will need to implement a change management strategy.

(d) Evaluate a change management strategy that the leadership team at *Moa Campers* could implement to overcome the resistance to change.

In your answer:

- describe the change management strategy
- fully explain ONE benefit and ONE cost of the change management strategy
- provide a justified conclusion, including any new information, as to the suitability of this strategy for *Moa Campers*.

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 tau tūmahi mēnā e hāngai ana.

TE TAU TŪMAHI

MĀ TE KAIMĀKA ANAKE

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

QUESTION NUMBER

ASSESSOR'S USE ONLY

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

TE TAU TŪMAHI

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 3 Business Studies, 2015

91379M Demonstrate understanding of how internal factors interact within a business that operates in a global context

2.00 p.m. Tuesday 24 November 2015
Credits: Four

91379M

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of how internal factors interact within a business that operates in a global context.	Demonstrate in-depth understanding of how internal factors interact within a business that operates in a global context.	Demonstrate comprehensive understanding of how internal factors interact within a business that operates in a global context.

Check that the National Student Number (NSN) on your admission slip is the same as the number at the top of this page.

There is ONE task in this booklet. You should attempt ALL parts of the task.

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 2–19 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.