

91381R



NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

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

## Level 3 Business Studies, 2015

**91381 Apply business knowledge to address a complex problem(s) in a given global business context**

2.00 p.m. Tuesday 24 November 2015

Credits: Four

**RESOURCE BOOKLET**

Refer to this booklet to answer the questions for Business Studies 91381.

Check that this booklet has pages 2–7 in the correct order and that none of these pages is blank.

**YOU MAY KEEP THIS BOOKLET AT THE END OF THE EXAMINATION.**

**RESOURCE A: HOW YOUNG PEOPLE ARE WATCHING TELEVISION/VIDEO**

*For copyright reasons, this resource cannot be reproduced here.  
See: [http://www.marketingcharts.com/television/  
are-young-people-watching-less-tv-24817/](http://www.marketingcharts.com/television/are-young-people-watching-less-tv-24817/)*

*Note: Q4 refers to the fourth quarter of the calendar year.*

**RESOURCE B: GLOBAL ONLINE TELEVISION COMPANY LAUNCHES IN NEW ZEALAND**

*For copyright reasons, this resource cannot be reproduced here.  
See: <https://www.netflix.com/nz/>*

Netflix is a provider of on-demand Internet television and film. It arrived in New Zealand in March 2015.

**RESOURCE C: SMART TV**

<p><i>For copyright reasons, this resource cannot be reproduced here.</i>  <i>See: <a href="http://www.smarttvradar.com/wp-content/uploads/2012/12/ES5410.jpeg">http://www.smarttvradar.com/wp-content/uploads/2012/12/ES5410.jpeg</a></i></p>	<p>A smart TV is a television set with</p> <div data-bbox="901 376 1420 555" style="border: 1px solid black; padding: 5px; margin: 10px auto; width: fit-content;"> <p><i>For copyright reasons, this resource cannot be reproduced here.</i>  <i>See: <a href="http://en.wikipedia.org/wiki/Smart_TV">http://en.wikipedia.org/wiki/Smart_TV</a></i></p> </div> <p>media and home networking access.</p>
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**RESOURCE D: INVESTMENT APPRAISAL DATA FOR WEKA TV'S ONLINE CONTENT**

*Weka TV* has two potential options for adding online content to its product line, as shown in the table below.

	<b>Option 1: Improved decoder</b> <i>Weka TV</i> develops a new decoder that allows people to access online media.	<b>Option 2: Takeover</b> <i>Weka TV</i> purchases <i>Star TV</i> , already a provider of online media in New Zealand.
Average rate of return (ARR)	12%	8%
Payback period	7 years	4.5 years

**RESOURCE E: CALL CENTRE**

*For copyright reasons, this resource cannot be reproduced here.*  
See: [http://blogs-images.forbes.com/morganhartley/files/2012/12/2994723741\\_556a0431151.jpg](http://blogs-images.forbes.com/morganhartley/files/2012/12/2994723741_556a0431151.jpg)

A call centre is an office used for receiving a large volume

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See: [http://en.wikipedia.org/wiki/Call\\_centre](http://en.wikipedia.org/wiki/Call_centre)

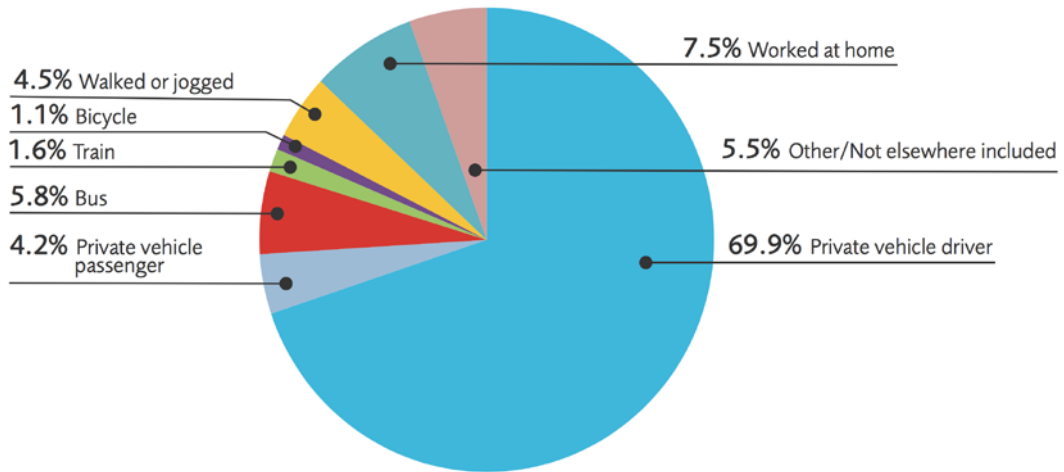
Zealand to operate and manage the call centre.

**RESOURCE F: NEWSPAPER ARTICLE****Irate users target Weka TV**

*For copyright reasons, this resource cannot be reproduced here.*  
See: [http://www.nzherald.co.nz/business/news/article.cfm?c\\_id=3&objectid=11389311](http://www.nzherald.co.nz/business/news/article.cfm?c_id=3&objectid=11389311)  
(accessed 23 March, 2015)

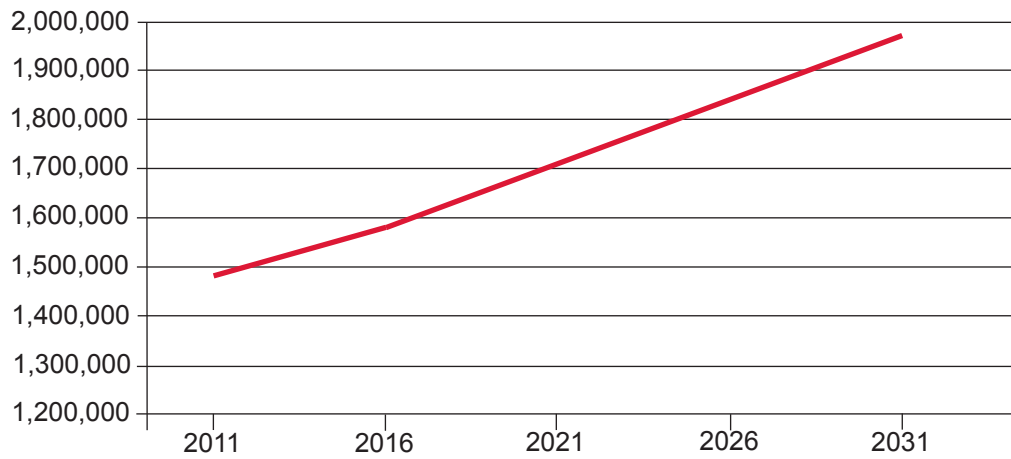
Many customers said they were considering changing to another provider.

## RESOURCE G: COMMUTING IN AUCKLAND BY MODE, 2013



## RESOURCE H: PROJECTED POPULATION GROWTH FOR AUCKLAND

Population of Auckland  
2011–2031 (estimated)



## RESOURCE I: WAREHOUSING OPTIONS FOR WEKA TV

### Option 1: Advertisement for Wiri warehouse

Location: Wiri, Auckland

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See: <http://www.colliers.co.nz/properties/?aproc=1&t=2&pt=Industrial>*

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cannot be reproduced here.  
See: <http://www.colliers.co.nz/properties/?aproc=1&t=2&pt=Industrial>*

hustle and bustle of the Auckland CBD.

### Option 2: Advertisement for Sylvia Park warehouse

Location: Sylvia Park, Auckland

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reproduced here.  
See: <http://www.colliers.co.nz/services/PropertyFile.ashx?src=p&lid=06c04a8dea2e4f0ca499246f6adc91e6&bid=7cdc1dc8fc2143b1aef856de2b5676f3>*

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See: <http://www.colliers.co.nz/services/PropertyFile.ashx?src=p&lid=06c04a8dea2e4f0ca499246f6adc91e6&bid=7cdc1dc8fc2143b1aef856de2b5676f3>*

Close to motorway links.

## Sources (adapted):

Resource C, p. 3: [http://en.wikipedia.org/wiki/Smart\\_TV](http://en.wikipedia.org/wiki/Smart_TV)

Resource E, p. 4: [http://en.wikipedia.org/wiki/Call\\_centre](http://en.wikipedia.org/wiki/Call_centre)

Resource F, p. 4: [http://www.nzherald.co.nz/business/news/article.cfm?c\\_id=3&objectid=11389311](http://www.nzherald.co.nz/business/news/article.cfm?c_id=3&objectid=11389311) (accessed 23 March, 2015)

Resource H, p. 5: [http://www.stats.govt.nz/tools\\_and\\_services/nzdotstat/tables-by-subject/population-projections-tables.aspx](http://www.stats.govt.nz/tools_and_services/nzdotstat/tables-by-subject/population-projections-tables.aspx)

## Image sources:

Resource B, p. 2: <https://www.netflix.com/nz/>

Resource C, p. 3: <http://www.smarttvradar.com/wp-content/uploads/2012/12/ES5410.jpeg>

Resource E, p. 4: [http://blogs-images.forbes.com/morganhartley/files/2012/12/2994723741\\_556a0431151.jpg](http://blogs-images.forbes.com/morganhartley/files/2012/12/2994723741_556a0431151.jpg)

Resource G, p. 5: <http://www.transport.govt.nz/assets/Uploads/Research/Documents/Richard-Paling-report-Transport-Patterns-in-the-Auckland-Region-Executive-Summary.pdf>

## Image sources (adapted):

Resource A, p. 2: <http://www.marketingcharts.com/television/are-young-people-watching-less-tv-24817/>

## Sources [text (adapted) and image]:

Resource I, p. 6 (top): <http://www.colliers.co.nz/properties/?aproc=1&t=2&pt=Industrial>

Resource I, p. 6 (bottom): <http://www.colliers.co.nz/services/PropertyFile.ashx?src=p&lid=06c04a8dea2e4f0ca499246f6adc91e6&bid=7cdc1dc8fc2143b1aef856de2b5676f3>

