

3

91530



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

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



SUPERVISOR'S USE ONLY

Level 3 Agricultural and Horticultural Science, 2015

91530 Demonstrate understanding of how market forces affect supply of and demand for New Zealand primary products

9.30 a.m. Monday 30 November 2015
Credits: Five

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of how market forces affect supply of and demand for New Zealand primary products.	Demonstrate in-depth understanding of how market forces affect supply of and demand for New Zealand primary products.	Demonstrate comprehensive understanding of how market forces affect supply of and demand for New Zealand primary products.

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.

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 2–16 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

INSTRUCTIONS

This assessment relates to New Zealand primary products that either earn significant export revenue or allow for self-sufficiency within New Zealand.

Before selecting a product for each question, carefully note the following points:

1. Read each question to ensure that you can meet all of its requirements.
2. Different products must be selected for Question One and Question Two.
3. Any product (other than KiwiBerries) may be selected for Question Three, including products used in Questions One or Two.

Choice of market forces affecting product **supply** for discussion in Question One:

- exchange rate
- price trends
- political intervention
- weather events.

Choice of market forces affecting product **demand** for discussion in Question Two:

- consumer preferences
- promotion
- quality requirements of processors or buyers
- price.

Question Three requires you to discuss and compare the **challenges and opportunities** associated with the supply of KiwiBerries to export markets with those of another New Zealand primary product. This may be a product you have already used, or a different product. It must be **exported** at a nationally significant level.

SELECTION OF PRIMARY PRODUCTS

Primary product (1) for discussion of supply: _____

Primary product (2) for discussion of demand: _____

Primary product for comparison with KiwiBerries: _____

Note: In your answers, use specific examples, including recent units and values where appropriate, to help explain how market forces affect supply and demand – e.g. volume of product, typical costs, and returns to producers.

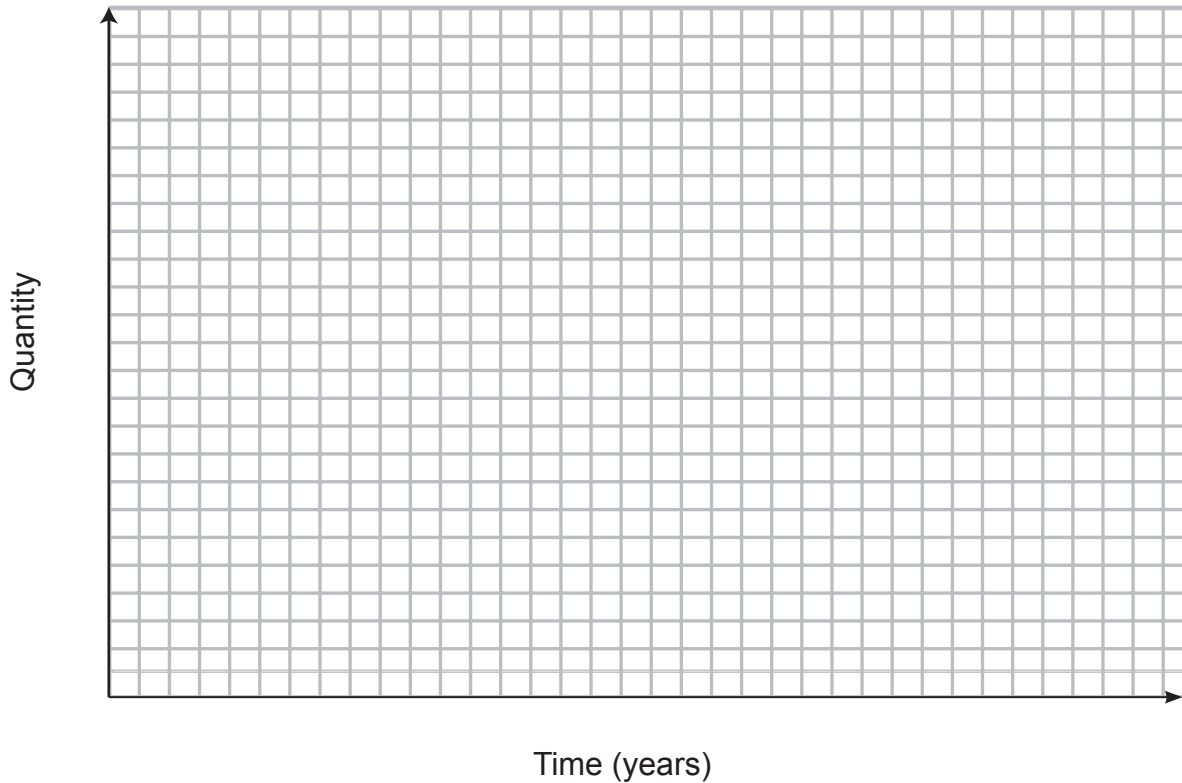
**This page has been deliberately left blank.
The examination continues on the following page.**

QUESTION ONE: Market forces affecting the supply of primary products

Note that neither KiwiBerries nor the product you have chosen for discussion in Question Two can be used for this question.

Primary product (1): _____

Draw a graph on the grid below, representing trends in the quantity exported over the last five years (quantity vs time).



Explain the impact of different market forces affecting **supply**, shown in the box below, that account for the trends observed.

Exchange rate	Price trends
Political intervention	Weather events

In your answer:

- identify the trends that are observed in the graph
- for TWO of the market forces shown in the box above, explain how each contributes to the market trends observed in the graph
- rank the importance of these two market forces in terms of their impact on the market trends observed, and justify your ranking
- use data and evidence where appropriate.

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

QUESTION THREE: Supply of KiwiBerries and another primary product for export

RESOURCE ON KIWIBERRIES

Product description

*For copyright reasons, this resource cannot be reproduced here.
See: <http://impeckableeats.com/2012/03/strawberry-kiwiberry-mascarpone-cream-parfait/>*

The KiwiBerry belongs to the kiwifruit family, and is

*For copyright reasons, this resource cannot be reproduced here.
See: <http://www.nzkiwiberry.com>*

*For copyright reasons, this resource cannot be reproduced here.
See: NZKiwiBerries Growers Inc*

- The very short season does not allow for long-term market establishment.

