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91381



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Level 3 Business Studies, 2016

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

9.30 a.m. Friday 25 November 2016
Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Apply business knowledge to address a complex problem(s) in a given global business context.	Apply in-depth business knowledge to address a complex problem(s) in a given global business context.	Apply comprehensive business knowledge to address a complex problem(s) in a given global business context.

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.

Pull out Resource Booklet 91381R from the centre of 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

QUESTION TWO: SUPPLY CHAIN ISSUES

Use the information in Resources C, D, and E in the resource booklet, and in the box below, in addition to your business knowledge, to answer this question.

KCC is facing a major problem with inefficient delivery by the Beijing distribution company to the retailers who are selling *KCC*'s cheese. Deliveries are sometimes late and / or mixed up with other firms' deliveries. Part-deliveries may be left for weeks in the distributor's warehouse before the staff of the distribution firm work out which retailer they were meant to be delivered to. This has been an ongoing issue over the past six months.

- (a) Fully explain the possible cause(s) and effect(s) of the issue that *KCC* is having with the distributor in Beijing.
In your answer, include:
 - factor(s) which may have caused the issues with delivery
 - possible effect(s) of the delivery issues on stakeholders of the business, such as customers, competitors, and shareholders.

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

The CEO has two possible solutions to the delivery issue – *KCC* could either sell direct to its retailers, or could enter into a strategic alliance with a local Beijing distributor.

(b) Evaluate the TWO possible solutions to the delivery problem.

In your answer:

- fully explain ONE positive effect that each solution would have on the business
- state the solution you recommend
- justify your recommendation by explaining why it is better than the other solution.

(b) Suggest TWO possible solutions to the slow growth in demand in the Chinese market.

(1) _____

(2) _____

(c) Evaluate the TWO possible solutions to the slow growth in demand in the Chinese market:
In your answer:

- fully explain ONE positive effect that each solution would have on the business
- state the solution you recommend
- justify your recommendation by explaining why it is better than the other solution.

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

