

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, 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

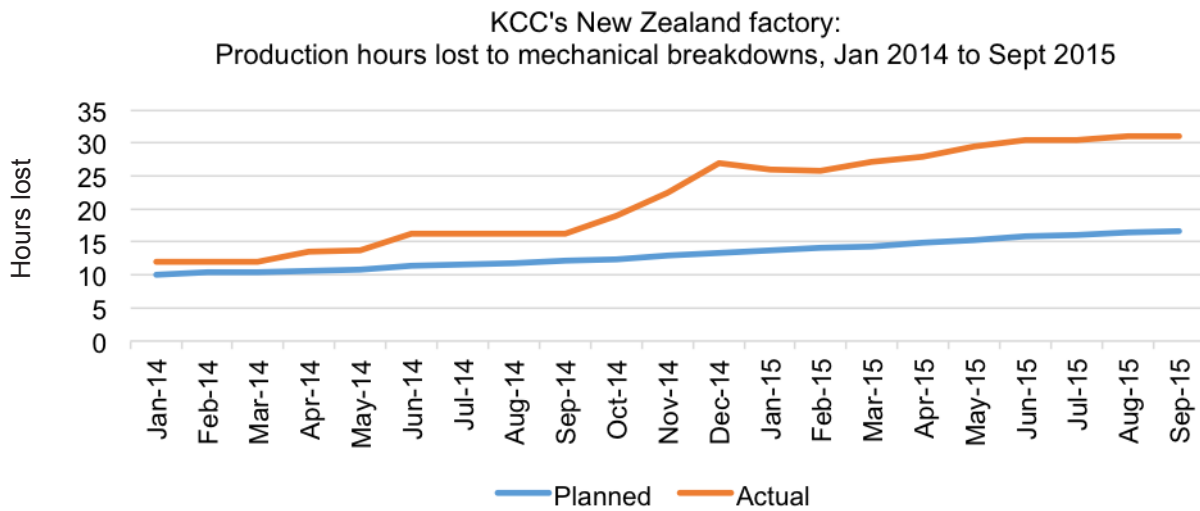
### RESOURCE BOOKLET

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

Check that this booklet has pages 2–6 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: LOSS OF PRODUCTION TIME



## RESOURCE B: EXCERPT FROM COMPANY MEMORANDUM

### MEMO

**To:** Human Resources Manager  
**From:** Production Manager

**Re: Staffing**

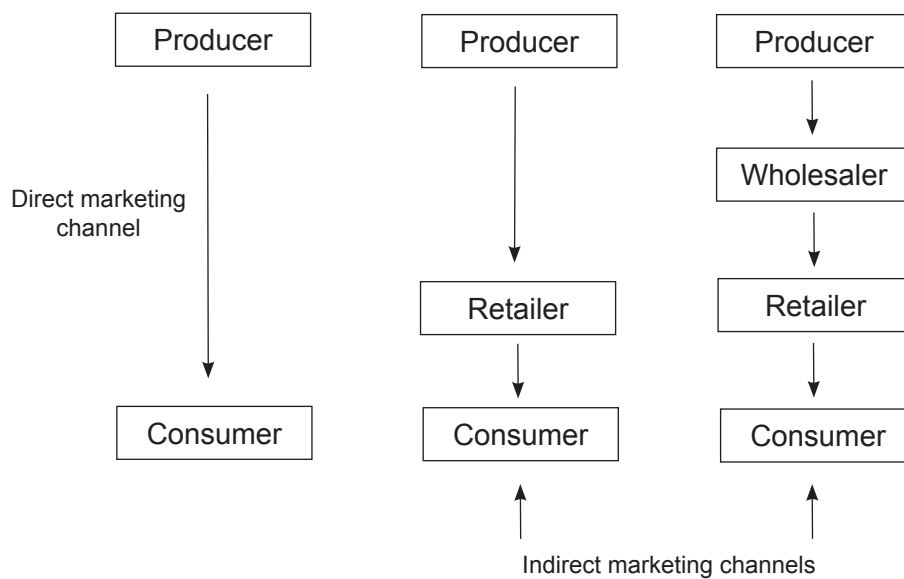
Thanks for the staff you have recently found for us. While they are helping a little, we have found that many are very inexperienced in the dairy produce industry – there is a real lack of training.

**RESOURCE C: LOGISTICAL OPERATIONS IN CHINA****Key challenges for the Chinese distribution industry****Poor infrastructure**

One of the key challenges facing the Chinese logistics industry is the state of the country's

having key contacts at one or more levels of government.

Source (adapted): <http://mhlnews.com/global-supply-chain/ten-key-challenges-chinese-logistics-industry>

**RESOURCE D: MARKETING CHANNELS**

**RESOURCE E: DEFINITION****Strategic alliance**

A strategic alliance is an agreement between two companies that have decided to share independence while gaining a new opportunity.

Source (adapted): <http://www.investopedia.com/terms/s/strategicalliance.asp#ixzz40VM7AXR0>

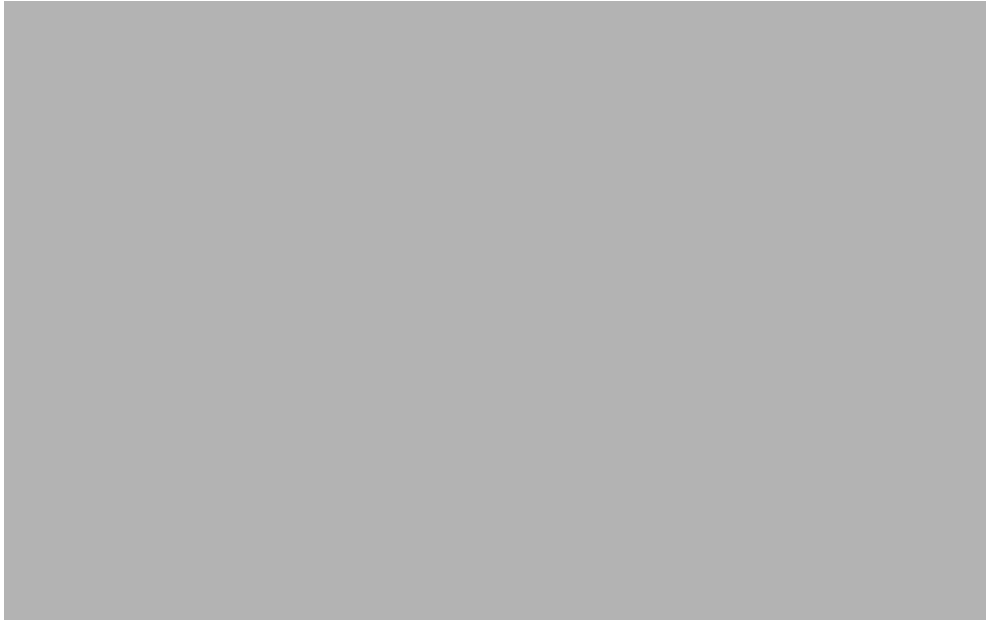
**RESOURCE F: GROSS DOMESTIC PRODUCT IN CHINA****GDP annual growth rate for China, 2013–2016 (%)**

Source: [www.tradingeconomics.com](http://www.tradingeconomics.com)  
National Bureau of Statistics of China

**Definition**

**Gross Domestic Product (GDP)** is one of the most common measures of the state of the produced in a country over a given time period, usually one year.

Source (adapted): <http://www.moneycrashers.com/gross-domestic-product-gdp-definition>

**RESOURCE G: IS CHEESE BAD FOR YOU?**

Chinese are now eating a lot of cheese. In 2011, more than 4.5 million tonnes of cheese was

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

number of calories from some other foods.

Text source (adapted): <http://www.lifehack.org/324436/reasons-why-eating-cheese-bad-for-you>

Image source: <http://www.mrctv.org/sites/default/files/uploads/cheese.jpg>

**RESOURCE H: HEALTH BENEFITS OF CHEESE**

There are many different cheeses in the world — and in your supermarket — but the

skin, and help keep your nails strong.

Source: <http://www.joybauer.com/food-articles/cheese.aspx>

**RESOURCE I: COMPANY VALUES****Business Plan for Kakapo Cheese Company**

Executive Summary (extract)

**COMPANY VALUES:**

Healthy living

Family

Fitness



