See back cover for an English translation of this cover

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90838M

908385

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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 1, 2017

90838M Te whakaatu māramatanga ki ngā āhuatanga ā-waho e whakaawe ana i te pakihi iti

2.00 i te ahiahi o te Rāmere, te 24 o Whiringa-ā-rangi, 2017
Ngā whiwhinga: E whā

Paetae	Kaiaka	Kairangi
Te whakaatu māramatanga ki ngā āhuatanga ā-waho e whakaawe ana i te pakihi iti.	Te whakaatu i te taipitopito o te māramatanga ki ngā āhuatanga ā-waho e whakaawe ana i te pakihi iti.	Te whakaatu i te matatau ki ngā āhuatanga ā-waho e whakaawe ana i te pakihi iti.

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

Me whakamātau koe i ngā tūmahi KATOA kei roto i tēnei pukapuka.

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

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

Tirohia mēnā e tika ana te raupapatanga o ngā whārangi 2–23 kei roto i tēnei pukapuka, ka mutu, kāore tētahi o aua whārangi i te takoto kau.

HOATU TE PUKAPUKA NEI KI TE KAIWHAKAHAERE HEI TE MUTUNGA O TE WHAKAMĀTAUTAU.

TE TAPEKE

MĀ TE KAIMĀKA ANAKE

© Mana Tohu Mātauranga o Aotearoa, 2017. 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.

MĀ TE KAIMĀKA ANAKE

TE TŪMAHI TUATAHI: NGĀ KAIWHAIPĀNGA

I tīmataria e Holly a *Buzzkeeper Honey* i te tau 2014. Ka whakaputaina e tana pakihi te miere mānuka ka puta i ngā pī e toro ana i ngā pua mānuka i te Moutere o Waiheke. I tēnei wā, e tū ana ngā whare pī ki tētahi wāhi kotahi i te moutere. Ka whāia te miere e ngā wharekai puta noa i Aotearoa, nā te mea e puta ana te miere i te Moutere o Waiheke, i tētahi takiwā o Tāmaki makaurau kāore e pokea ana e te parakino. Ka whakanuia e ngā wharekai te whakamahinga o taua kai me te tāuke o te miere i ahu mai ai i te Moutere o Waiheke.

He maha ngā momo kaiwhaipānga ā-waho o *Buzzkeeper Honey* e kaingākau ana ki te angitu o te pakihi, pērā i ngā kiritaki, i ngā kaiwhakarato me te hapori pātata.

(a) Matapakihia te hononga i waenga i ngā wharekai puta noa i Aotearoa me *Buzzkeeper Honey*.

I tō tuhinga:

- tautuhia te kīanga “kaiwhaipānga ā-waho”
- whakapuakina te pūtake o ngā kiritaki a *Buzzkeeper Honey* (arā, ko ngā wharekai) puta noa i Aotearoa, ā, āta whakamāramatia tā rātou kaingākau ki te angitu o *Buzzkeeper Honey*.

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QUESTION ONE: STAKEHOLDERS

Holly started *Buzzkeeper Honey* in 2014. Her business produces manuka honey made from bees foraging on manuka flowers on Waiheke Island. Currently, the hives are kept at a single location on the island. The honey is sought after by restaurants throughout New Zealand, primarily because the honey is produced on Waiheke Island, an unpolluted region of Auckland. Restaurants highlight the use of this ingredient and the exclusiveness of the honey being from Waiheke Island.

Buzzkeeper Honey has many different external stakeholders who are interested in the success of the business, such as customers, suppliers, and the local community.

(a) Discuss the relationship between restaurants throughout New Zealand and *Buzzkeeper Honey*.

In your answer:

- define the term "external stakeholders"
- state the purpose of *Buzzkeeper Honey*'s customers (the restaurants) throughout New Zealand, and fully explain their interest in the success of *Buzzkeeper Honey*.

MĀ TE KAIMĀKA ANAKE

Ehara i te mea e tairite ana ngā hiahia o ngā momo kaiwhaipānga. Ko tētahi o ngā whāinga a *Buzzkeeper Honey* kia tōtoru āna whakanaonga i mua i te tau 2020.

(b) Matapakihia te āhua pea o te tūtukinga o te whai a *Buzzkeeper Honey* kia tōtoru te whakanaonga o te miere, ki ngā whāinga a te hapori pātata.

I tō tuhinga:

- whakamāramatia te āhua pea o te tūtukinga o ngā whāinga a te hapori pātata ki ngā whāinga a *Buzzkeeper Honey*
- āta whakamāramatia ētahi huarahi e RUA e urupare ai pea te pakihi ki te tūtukinga.

He wāhi anō e wātea ana mō tēnei tuhinga i te whārangi e whai ake ana.

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The needs and wants of different stakeholders are not always compatible with each other. One objective of *Buzzkeeper Honey* is to triple production by 2020.

(b) Discuss how *Buzzkeeper Honey*'s objective of tripling honey production may lead to a conflict with local community objectives.

In your answer:

- explain how local community objectives may conflict with *Buzzkeeper Honey*'s objectives
- fully explain TWO ways in which the business may respond to the conflict.

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

MĀ TE KAIMĀKA ANAKE

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MĀ TE KAIMĀKA ANAKE

TE TŪMAHI TUARUA: NGĀ WHAKAAWENGA Ā-TAIAO

I ngā marama wera o te raumati o te tau 2016, i wera tētahi ngahere i te Moutere o Waiheke i te ahi, me te aha, pau ana i te ahi tētahi wāhanga nui o te uru mānuka i tū rā ngā whare pī a *Buzzkeeper Honey*.

(a) Āta whakamāramatia te pānga wā poto me te pānga wā roa o tēnei aituā ā-taiao ki a *Buzzkeeper Honey*.

QUESTION TWO: ENVIRONMENTAL INFLUENCES

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During the hot summer months of 2016, Waiheke Island had a large bush fire, resulting in a significant loss of manuka bush, which homed the beehives for *Buzzkeeper Honey*.

(a) Fully explain both the short-term and long-term impact of this natural disaster on *Buzzkeeper Honey*.

MĀ TE KAIMĀKA ANAKE

Ka rerekē te pānga o ngā momo pakihi, nui mai, iti mai, e ngā aituā ā-taiao me te huarere katopō. Heoi, kua whakaūngia e te rangahau, ka nui kē atu ngā pānga ka puta pea ki ngā pakihi iti. Me takatū ngā pakihi iti, kia ora ai rātou i muri i tētahi aituā ā-taiao.

(b) Matapakihia te āhua o te takatū pea rānei, o te kaha rānei o tētahi pakihi iti ka huaina, kua rangahaua nei e koe (kāore e nui ake ana i te 20 ōna kaimahi, ā, e whai take ana ki te hapori pātata, ki te hapori whānui rānei; ko tēnei rānei: kāore e nui ake ana i te 20 ōna kaimahi, e whai take ana rānei ki te hapori pātata, ki te hapori whānui rānei) ki te urupare i ngā whakaawenga ā-taiao tērā pea ka puta ake, pērā i te huarere katopō, i te rū whenua, i te waipuke, i ētahi atu aituā ā-taiao rānei.

Te ingoa o te pakihi iti	
He rawa ka hokona atu, he ratonga rānei ka tukuna	

I tō tuhinga:

- tautohua TĒTAHI rautaki i whāia pea e te pakihi i huaina ai, e taea ana rānei te whai, e pakari tonu ai ia ina pā mai te huarere katopō, te rū whenua, te waipuke, ētahi atu aituā ā-taiao rānei
- āta whakamāramatia TĒTAHI putanga pai ka puta pea ki te pakihi i huaina ai, i tāna whai i taua rautaki
- āta whakamāramatia TĒTAHI putanga kino ka puta pea ki te pakihi i huaina ai, i tāna whai i taua rautaki **anake**, ā, whakaahuatia tētahi atu rautaki hei whai hoki pea māna.

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Natural disasters and extreme weather affect businesses of all sizes in different ways. However, research has confirmed that natural disasters may affect small businesses the most. Small businesses need to be prepared, so that they are able to survive after a natural disaster.

(b) Discuss how a named small business you have studied (maximum of 20 workers and/or with local or community significance) may have been prepared for, or could respond to, potential environmental influences such as extreme weather, earthquakes, floods, or other natural disasters.

Name of the small business	
Good(s) sold or service(s) provided	

In your answer:

- identify ONE strategy your named business may have taken, or could take, to cope with extreme weather, earthquakes, floods, or other natural disasters
- fully explain ONE possible positive consequence for your named business of adopting this strategy
- fully explain ONE possible negative consequence for your named business of adopting **only** this strategy, and describe another strategy that could also be used.

MĀ TE KAIMĀKA ANAKE

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MĀ TE KAIMĀKA ANAKE

TE TŪMAHI TUATORU: NGĀ WHAKAAWENGA Ā-TURE

14 ngā kaimahi e tāuteutetia ana e Holly i *Buzzkeeper Honey*. Ko te Health and Safety at Work Act (ko te Health and Safety in Employment Act i mua) tētahi ture ka pā ki ngā whakahaere ā-pakihi a *Buzzkeeper Honey*.

(a) Whakamahia tētahi tauira hei āta whakamārama i te āhua o te pānga o te Health and Safety at Work Act ki a *Buzzkeeper Honey*.

I tō tuhinga:

- tautohua te pūtake o te Health and Safety at Work Act
- āta whakamāramatia TĒTAHI utu me TĒTAHI painga o te Ture ki a *Buzzkeeper Honey*.

QUESTION THREE: LEGAL INFLUENCES

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Holly employs 14 staff at *Buzzkeeper Honey*. A law that impacts on *Buzzkeeper Honey*'s business operations is the Health and Safety at Work Act (previously the Health and Safety in Employment Act).

(a) Use an example to fully explain how the Health and Safety at Work Act impacts on *Buzzkeeper Honey*.

In your answer:

- identify the purpose of the Health and Safety at Work Act
- fully explain ONE cost and ONE benefit of the Act for *Buzzkeeper Honey*.

MĀ TE KAIMĀKA ANAKE

E taea tonutia ai te whakanao miere i muri i te ahi i te ngahere o te Moutere o Waiheke, i mate a Holly ki te neke i ētahi o ana whare pī ki ngā takiwā o te taone o Tāmaki makaurau. I tapaina e Holly te miere i puta rā i aua whare pī ki te tapanga e rite ana ki tō te miere i puta i ngā whare pī i te Moutere o Waiheke.

(b) (i) Tautohua te Ture e takahia ana e *Buzzkeeper Honey* i tana tapa i ngā miere ānō nei i puta katoa mai i te Moutere o Waiheke.

(ii) Āta whakamāramatia ngā pānga e RUA tērā pea ka pā ki a *Buzzkeeper Honey* ki te takahi tonu ia i taua Ture.

He wāhi anō e wātea ana mō tēnei tuhinga i te whārangi e whai ake ana.

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In order to maintain production levels of honey after the bush fire on Waiheke Island, Holly was forced to relocate some of her beehives into the urban areas of Auckland. Holly labelled the honey produced from these beehives with the same label as the honey produced from the beehives on Waiheke Island.

(b) (i) Identify the Act that *Buzzkeeper Honey* is in breach of by labelling all the honey as being produced on Waiheke Island.

(ii) Fully explain TWO possible impacts on *Buzzkeeper Honey* if it continues to breach this Act.

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 1 Business Studies, 2017

90838 Demonstrate an understanding of external factors influencing a small business

2.00 p.m. Friday 24 November 2017
Credits: Four

90838M

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate an understanding of external factors influencing a small business.	Demonstrate a detailed understanding of external factors influencing a small business.	Demonstrate a comprehensive understanding of external factors influencing a small business.

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.

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 2–23 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.