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91379



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

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

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Mātauranga Pakihi, Kaupae 3, 2017

91379 Te whakaatu i te māramatanga ki te pāhekohekotanga o ngā take ā-roto i tētahi pakihī e whakahaerehia ana i te ao whānui

9.30 i te ata o te Rāmere, te 10 o Whiringa-ā-rangi, 2017
Ngā whiwhinga: E whā

Paetae	Kaiaka	Kairangi
Te whakaatu i te māramatanga ki te pāhekohekotanga o ngā take ā-roto i tētahi pakihī e whakahaerehia ana i te ao whānui.	Te whakaatu i te hōhonu o te māramatanga ki te pāhekohekotanga o ngā take ā-roto i tētahi pakihī e whakahaerehia ana i te ao whānui.	Te whakaatu i te matatau ki te pāhekohekotanga o ngā take ā-roto i tētahi pakihī e whakahaerehia ana i te ao whānui.

Tirohia mēnā e rite ana te Tau Ākongā ā-Motu (NSN) kei runga i tō puka whakauru ki te tau kei runga i tēnei whārangi.

KOTAHI te tūmahi kei roto i tēnei pukapuka. Me whakamātau koe i ngā wāhanga E WHĀ KATOĀ o te tūmahi.

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

Mēnā ka hiahia whārangi atu anō 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

Pānuitia ngā kōrero tūāpapa kei raro nei, kei ērā atu pouaka hoki mō *Kemu*. He pakihī tēnei e pai ana kia whakamahia e koe hei whakaoti i te wāhanga (a), i te wāhanga (b), me te wāhanga (c) o te tūmahi.



I whakatūria a *Kemu* i te tau 2010, ā, e whāiti ana tana aro ki te whakawhanaketanga o ngā kēmu ka tākarohia i runga i ngā hangarau pērā i te PlayStation me te Xbox. He iti, he motuhake anō hoki ā *Kemu* kiritaki, heoi, nā te pūmau o te kounga me te auahatanga e whakaatuhia ana i ana pūmanawa rorohiko mō ngā kēmu ataata, e taea ana e ia te whakatau utu nui tonu ki ana kēmu.

Kei Awakairangi te tari matua, ā, he ohu hoahoa kei Silicon Valley, i California. Kua kitea ake, ka whai hua katoa ngā kaihoahoa nō rātou e mahi tahi ana hei ohu.

I whakaawe te Tumu Whakarae o *Kemu* i te hunga whai tiri, e mau ai te tātāwhāinga o te kamupene, me tīmata tana waihanga kēmu mō te hangarau o te ao mariko. Nā te taenga o te Tumu Whakarae ki tētahi hui hangarau i San Fransisco, ki te wāhi i whakaatuhia ai ngā kēmu mō te ao mariko, i whakaawehia ai tana whakatau kia tahuri ki te hanga kēmu mō taua ao. He tokomaha ngā manu mātārae o te ahumahi kēmu ataata i tae ki te hui.

Te mātāpuna o te whakaahua: <http://www.wareable.com/project-morpheus/sony-project-morpheus-release-date-price-games>

E pai ana kia whakamahia e koe a *Kemu* hei whakaoti i te wāhanga (a), i te wāhanga (b), me te wāhanga (c), kia whakamahia rānei tētahi pakihī, ētahi pakihī rānei kua rēhitatia i Aotearoa, e whakahaerehia ana i te ao whānui, kua rangahaua nuitia e koe.

I te wāhanga (d) me whakamahi rawa koe i tētahi pakihī kua rēhitatia i Aotearoa e whakahaerehia ana i te ao whānui kua rangahaua nuitia e koe.

Te ingoa o te pakihī, o ngā pakihī rānei kua rēhitatia i Aotearoa	
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Read the background information below and in the other boxes about *Kemu*. This is the business that you may use to answer parts (a), (b), and (c) of the task.



Kemu was formed in 2010 and specialises in the development of games to play on platforms such as PlayStation and Xbox. *Kemu* has a small niche market, however it can charge a premium price due to the consistent quality and innovation shown in its gaming software.

The head office is located in Lower Hutt and there is a design team in Silicon Valley, California. The designers have proved to be most effective when working together as a team.

Kemu's CEO convinced the shareholders that to remain competitive, the company needed to start developing games for virtual reality (VR) technology. The CEO's decision to convert to VR games was influenced by attending a technology conference in San Francisco, where VR games featured. This conference was attended by many of the market leaders in the gaming industry.

Image source: <http://www.wareable.com/project-morpheus/sony-project-morpheus-release-date-price-games>

You may choose to answer parts (a), (b), and (c) using *Kemu*, or a New Zealand-registered business(es) operating in a global context that you have studied in depth.

In part (d) you must use a New Zealand-registered business operating in a global context that you have studied in depth.

Name of New Zealand-registered business(es)	
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**E tika ana kia takoto kau te whārangi nei. Kei
ngā whārangi e whai ake ana te roanga atu o te
whakamātautau.**

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The examination continues on the following page.**

English translation of the wording on the front cover

Level 3 Business Studies, 2017

91379 Demonstrate understanding of how internal factors interact within a business that operates in a global context

9.30 a.m. Friday 10 November 2017
Credits: Four

91379

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of how internal factors interact within a business that operates in a global context.	Demonstrate in-depth understanding of how internal factors interact within a business that operates in a global context.	Demonstrate comprehensive understanding of how internal factors interact within a business that operates in a global context.

Check that the National Student Number (NSN) on your admission slip is the same as the number at the top of this page.

There is ONE task in this booklet. You should attempt ALL FOUR parts of the task.

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.