

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, 2017

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

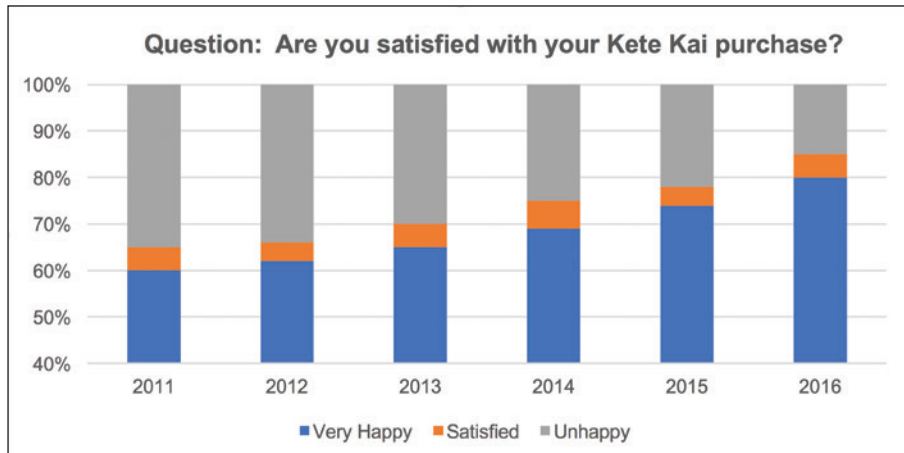
9.30 a.m. Friday 10 November 2017  
Credits: Four

### RESOURCE BOOKLET

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

Check that this booklet has pages 2–4 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: EXTRACT FROM ANNUAL CUSTOMER FEEDBACK SURVEY****RESOURCE B: NEW ZEALAND CONSUMER CONFIDENCE DATA**

## SUMMARY POINTS

- Consumer confidence grew again in 2016 after a dip in early 2015.
- Falling unemployment.
- Mortgage interest rates have remained low.



**RESOURCE C: EXTRACT FROM *KETE KAI* AUSTRALIAN MANAGER'S REPORT**

In the first six months of operation, *Kete Kai* (Sydney) has had trouble sourcing some of their key raw materials from New Zealand, such as kumara and puha.

**Kumara****Puha****RESOURCE D: EXTRACT FROM NEWSPAPER ARTICLE****NZ outfit struggles to convince Aussie customers**

New Zealand business *Kete Kai* expanded into Sydney last year, keen to build on its successes in the New Zealand market.



“This expansion has been difficult,” said Mike Tamati, CEO of *Kete Kai*. “The Māori language branding works great in New Zealand, but has not been a success in the Aussie market.”

Image sources for Resource C:

(Left): [http://f.tqn.com/y/homecooking/1/W/z/s/1/sweetpotatoes\\_getty2400.jpg](http://f.tqn.com/y/homecooking/1/W/z/s/1/sweetpotatoes_getty2400.jpg)

(Right): <http://www.vegetables.co.nz/assets/header-images/puha.jpg>

**RESOURCE E: WAREHOUSE LOCATIONS**

	Option 1	Option 2
		
Location	Military Road, Botany Bay, Sydney, Australia	Birrell Street, close to Bondi Beach, Sydney, Australia
Price	\$1.7 million	\$2.5 million
Nearby	<ul style="list-style-type: none"> <li>• Close to La Perouse Market Gardens, vegetable supplier.</li> <li>• Close to Sydney Airport.</li> </ul>	<ul style="list-style-type: none"> <li>• Bondi area has a large expatriate New Zealand population.</li> <li>• Close to Bondi Beach, with gym and shopping facilities.</li> </ul>
Size	<ul style="list-style-type: none"> <li>• Factory area: 300 m<sup>2</sup></li> <li>• Office space: 20 m<sup>2</sup></li> </ul>	<ul style="list-style-type: none"> <li>• Factory area: 240 m<sup>2</sup></li> <li>• Office space: 40 m<sup>2</sup></li> </ul>

**RESOURCE F: INVESTMENT APPRAISAL INFORMATION FOR REFRIGERATION UNIT**



	Solution A	Solution B
		
Payback period	4 years, 6 months	7 years
Average rate of return	7.5%	10.2%
Size	1 m × 2 m × 0.6 m	4 m × 2 m × 1 m

Image source for Resource E (left): <http://www.griffinproperty.com.au/content/283/industrial-property-for-lease-in-mascot-283-1.jpg>

Image source for Resource E (right): [https://static.domain.com.au/domainblog/uploads/2015/04/11021700/3\\_13uwq9.jpg](https://static.domain.com.au/domainblog/uploads/2015/04/11021700/3_13uwq9.jpg)

Image source for Resource F (left): <http://biggicebox.com/uk/true-t-49g-double-glass-door-commercial-refrigerator>

Image source for Resource F (right): <http://www.skope.co.nz/images/stories/refrigeration/cella%20klm%20low%20res.jpg>