

91380



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SUPERVISOR'S USE ONLY

## Level 3 Business Studies, 2018

### 91380 Demonstrate understanding of strategic response to external factors by a business that operates in a global context

9.30 a.m. Friday 9 November 2018  
Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of strategic response to external factors by a business that operates in a global context.	Demonstrate in-depth understanding of strategic response to external factors by a business that operates in a global context.	Demonstrate comprehensive understanding of strategic response to external factors by 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 2–11 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

Read the background information below and in the other boxes about *Whenua Farms*. You may use this business to answer parts (a), (c), and (d) of the task.

## BACKGROUND INFORMATION



*Whenua Farms (WF)* is a Māori corporation that focuses on the management of collectively owned dairy land for the benefit of the whole iwi (tribe), Ngāi Tahu, and is located in Te Waipounamu (South Island of New Zealand). Many iwi members live and work on the various farms.

In 2014, the Chief Executive was visited by a group of businesspeople who were looking to purchase part of the iwi's farmland on behalf of a foreign-owned company based in China.

Image source: <http://www.newshub.co.nz/home/new-zealand/2017/07/outbreak-of-cattle-disease-discovered-on-canterbury-dairy-farm.html>.

To answer parts (a), (c), and (d), you may choose *Whenua Farms* or a New Zealand-registered business(es) operating in a global context that you have studied in depth.

In part (b), 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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### Pūtake: The origin or reason for being

Every business has a reason for being. Many Māori businesses exist for the same reason as other businesses – that is, they are there to provide goods or services at a profit and to enrich the business owner(s). A significant number, however, have very different reasons for being – reasons that are associated with collectively owned resources (such as land, tribal estates) and/or whakapapa-based groupings, such as whānau, hapū, and iwi. Such businesses can encounter legal, cultural, and business complexities that are not experienced by mainstream businesses.

## TASK

- (a) Fully explain how pūtake has an impact on an important business decision, such as whether to sell an important asset, for example land.

In your answer, refer to:

- how pūtake influences this business decision
- how pūtake affects the long-term goals of the business.

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