

See back cover for an English translation of this cover

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91380



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, 2018

91380 Te whakaatu i te māramatanga ki te urupare ā-rautaki ki ngā āhuatanga ā-waho nā tētahi pakihī e whakahaeretia ana i tētahi horopaki ā-ao whānui

9.30 i te ata o te Rāmere, te 9 o Whiringa-ā-rangi, 2018
Ngā whiwhinga: E whā

Paetae	Kaiaka	Kairangi
Te whakaatu i te māramatanga ki te urupare ā-rautaki ki ngā āhuatanga ā-waho nā tētahi pakihī e whakahaeretia ana i tētahi horopaki ā-ao whānui.	Te whakaatu i te hōhonu o te māramatanga ki te urupare ā-rautaki ki ngā āhuatanga ā-waho nā tētahi pakihī e whakahaeretia ana i tētahi horopaki ā-ao whānui.	Te whakaatu i te matatau ki te urupare ā-rautaki ki ngā āhuatanga ā-waho nā tētahi pakihī e whakahaeretia ana i tētahi horopaki ā-ao whānui.

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.

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

Kōrerohia ngā mōhiotanga e hāngai ana ki te pakihī, ngā ariā o te pakihī Māori rānei, ngā mea e rua rānei, 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 2–19 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 pārongo horopaki kei raro nei, kei roto hoki i ērā atu pouaka mō *Whenua Farms*. E āhei ana tō whakamahi i ēnei pārongo hei whakatutuki i ngā wāhanga (a), (c) me (d) o te tūmahi.

HE PĀRONGO HOROPAKI

Ko *Whenua Farms (WF)* tētahi kaporeihana Māori e aro ana ki te whakahaeretanga o ngā whenua mō te miraka kau nō te takitini hei painga mō te katoa o te iwi, o Ngāi Tahu, e noho ana ki Te Waipounamu. He tokomaha ngā tāngata o te iwi e noho ana, e mahi ana hoki ki ngā pāmu huhua.

I te tau 2014, ka torongia te Tumu Whakarae e tētahi rōpū kaipakihi e whai ana ki te hoko i tētahi wāhanga o ngā whenua pāmu o te iwi mā tētahi kamupene nā tauiwi e tū ana i Haina.

Te mātāpuna o te whakaahua: <http://www.newshub.co.nz/home/new-zealand/2017/07/outbreak-of-cattle-disease-discovered-on-canterbury-dairy-farm.html>.

Hei whakatutuki i ngā wāhanga (a), (c), me (d), e āhei ana tō whiriwhiri i a *Whenua Farms* rānei, i tētahi, i ētahi pakihi rānei kua rēhitatia ki Aotearoa e whakahaeretia ana i tētahi horopaki ā-ao whānui kua hōhonu te rangahaua e koe.

I te wāhanga (b), me whakamahi rawa koe i tētahi pakihi kua rēhitatia ki Aotearoa e whakahaeretia ana i tētahi horopaki ā-ao whānui kua hōhonu te rangahaua e koe.

Te ingoa o te pakihi, o ngā pakihi rānei kua rēhitatia ki Aotearoa	
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Te Pūtake

He pūtake tō ia pakihi. He ōrite te pūtake o te tūnga o ngā pakihi maha a te Māori ki tō ētahi atu pakihi – arā, e tū ana hei tuku rawa, hei tuku ratonga rānei me te whai hua moni anō hei painga mō te hunga nāna nei te pakihi. Heoi anō, he maha tonu e tino rerekē nei ngā pūtake i tū ai – he pūtake e hāngai ana ki ngā rauemi nō te takitini (pēnei i te whenua, i ngā rawa ā-iwi) ki ngā rōpū rānei e whakapapa atu ana, pēnei i te whānau, i te hapū, me te iwi, ki ngā mea e rua rānei. Ka tūpono pea ēnei momo pakihi ki ngā āhuatanga matatini ā-ture, ā-ahurea, ā-pakihi hoki kāore e wheakotia e ngā pakihi rīroa.

TE TŪMAHI


(a) Āta whakamāramatia te āhua o tā te pūtake pā ki tētahi whakataunga whakahirahira ā-pakihi, pēnei i te hoko rānei i tētahi hua whakahirahira, ko te whenua hei tauira.

I tō tuhinga, kōrerohia:

- te āhua o tā te pūtake whakaawe i tēnei whakataunga ā-pakihi
- te āhua o tā te pūtake pā ki ngā whāinga pae tawhiti o te pakihi.

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.

Lined writing area consisting of horizontal lines.

Kua whakataua a *Whenua Farms* ki te whakatewhatewha i te whakawhanaketanga o ētahi huinga whakanaotanga hou mā te huri i tana miraka hei pata, hei aihikirīmi, hei miraka tepe hoki. Whakawhanake ai hoki ētahi atu pakihī, kei ahumahi kē, i ētahi whakanaotanga hou; he tini ngā pokapū o raro i te kāwanatanga, o waho kē hoki i te kāwanatanga e tū ana ki te tautoko i tēnei.

- (b) Kōwhiria tētahi pakihī kua rēhitatia ki Aotearoa e whakahaeretia ana i tētahi horopaki ā-ao whānui, ā, whiriwhirihia tētahi pokapū o raro i te kāwanatanga, o waho kē rānei i te kāwanatanga (tētahi whakahaere kei te rāngai tūmatanui, kei te rāngai tūmataiti rānei) tērā pea ka tautoko i tēnei pakihī ki te whakawhanake i ngā whakanaotanga hou.

Te ingoa o te pakihī kua rēhitatia ki Aotearoa	
Te pokapū o raro i te kāwanatanga, o waho rānei i te kāwanatanga	

Āta whakamāramatia te pānga tērā pea ka puta i tēnei pokapū ki te pakihī.

I tō tuhinga, kōrerohia:

- te āhua o tā te pokapū tautoko i te pakihī
- te āhua o tā te pokapū pā ki te toitūtanga o te ōhanga ā-pae tawhiti o te pakihī.

Whenua Farms has decided to investigate the development of new product lines by processing its milk into butter, ice cream, and yoghurt. Other businesses, in other industries, also develop new products; a whole host of government and non-government agencies exist to support this.

- (b) Select a New Zealand-registered business operating in a global context, and choose one government or non-government agency (public or private sector organisation) that might support this business to develop new products.

Name of New Zealand-registered business	
Government or non-government agency	

Fully explain the impact that this agency can have on the business.

In your answer, refer to:

- how the agency can support the business
- how the agency has an impact on the long-term economic sustainability of the business.



I nā noa nei ngā kaiwhakahaere matua o *Whenua Farms* toro ai i tētahi whakaaturanga nui mō te hangarau ā-pāmu i tū ki Initonīhia.

Ko tētahi o ngā hangarau i marohitia ko te kakati o te mahi pāmu mō te miraka kau hei huarahi whakapiki i te whakanaotanga. I tēnei momo mahi pāmu, ka whakanōhia ngā kau ki ētahi hēti rahi ki reira whāngaihia ai ki ngā kai kua

raweketia, kua ia ko te pātītī.

E whakaaro ana ngā kaiwhakahaere i *Whenua Farms* āe rānei me whakatinana i te hangarau hou.

Te mātāpuna o te whakaahua: <http://neweconomics.net.nz/wp-content/uploads/2014/10/Alvin-and-Judy-Reid.jpg>.

- (c) Arotakehia tētahi urupare ā-rautaki ka taea e te pakihi te whakatinana hei urupare ki te wāteatanga o te hangarau hou.

I tō tuhinga:

- kōrerotia te urupare ā-rautaki, whakamāramatia hoki te take he urupare tēnei i ngā taumata huhua puta noa i te pakihi (kia kua e iti iho i te RUA o ngā rahinga, o ngā whānuitanga, me ngā rārangi wā)
- āta whakamāramatia tētahi pānga pai KOTAHI me tētahi pānga kino KOTAHI o te urupare ā-rautaki
- tuhia tētahi whakarāpopototanga kua parahautia, tae atu ki ētahi pārongo hou, mō te angitu o te urupare ā-rautaki tērā tonu ka puta.



Senior managers at *Whenua Farms* recently visited a large international farming technology exhibition in Indonesia.

One of the technologies being suggested was intensive dairy farming as a way of increasing productivity. In this form of farming, cows are housed inside large sheds where they eat processed foods rather than grass.

The managers at *Whenua Farms* are considering whether to implement the new technology.

Image source: <http://neweconomics.net.nz/wp-content/uploads/2014/10/Alvin-and-Judy-Reid.jpg>.

(c) Evaluate a strategic response that a business could implement in response to the availability of the new technology.

In your answer:

- state the strategic response, and explain why this is a business-wide reaction at multiple levels (at least TWO of size, scope, and timeframe)
- fully explain ONE positive impact and ONE negative impact of the strategic response
- provide a justified conclusion, including any new information, as to the likely success of the strategic response.



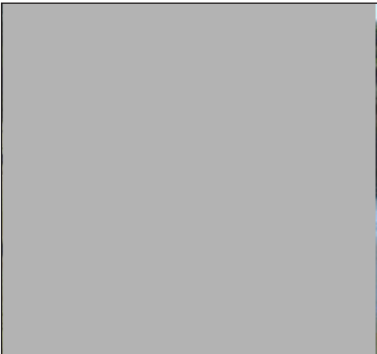
E piki haere ana te āwangawanga o ngā tāngata o Aotearoa ki te nui o te pānga kino o te mahi pāmu mō te miraka kau ki ngā awa me ngā roto. Ko ngā tāhawahawatanga matua ko te hauota, ko te pūtūtae whetū, ko te kitakita me te *E. Coli* mai i ngā kararehe me ngā whakahaumako.

Te mātāpuna o te whakaahua: https://www.niwa.co.nz/sites/niwa.co.nz/files/styles/large/public/sites/default/files/images/imported/0013/105232/varieties/medium_0.jpg?itok=MWJ_xARL.

(d) Arotakehia tētahi urupare ā-rautaki ka taea e te pakihi te whakatinana hei urupare ki ngā āwangawanga o te hapori e tipu haere ana mō ngā āhuetanga o te toitūtanga o te pakihi (ā-taiao, ā-ōhanga, ā-hapori, ā-ahurea rānei).

I tō tuhinga:

- kōrerotia te urupare ā-rautaki, whakamāramatia hoki te take he urupare tēnei i ngā taumata huhua puta noa i te pakihi (kia kaua e iti iho i te RUA o ngā rahinga, o ngā whānuitanga, me ngā rārangi wā)
- āta whakamāramatia tētahi pānga pai KOTAHI me tētahi pānga kino KOTAHI o te urupare ā-rautaki
- tuhia tētahi whakarāpopototanga kua parahautia, tae atu ki ētahi pārongo hou, mō te angitu o te urupare ā-rautaki tērā tonu ka puta.



New Zealanders are becoming increasingly concerned that dairy farming is having a major negative impact on rivers and lakes. The main contaminants are nitrogen, phosphorus, bacteria, and *E. Coli* from livestock and fertilisers.

Image source: https://www.niwa.co.nz/sites/niwa.co.nz/files/styles/large/public/sites/default/files/images/imported/0013/105232/varieties/medium_0.jpg?itok=MWJ_xARL.

- (d) Evaluate a strategic response that the business could implement in response to growing societal concerns about any aspect of business sustainability (environmental, economic, social, or cultural).

In your answer:

- state the strategic response, and explain why this is a business-wide reaction at multiple levels (at least TWO of size, scope, and timeframe)
- fully explain ONE positive impact and ONE negative impact of the strategic response
- provide a justified conclusion, including any new information, as to the likely success of the strategic response.

English translation of the wording on the front cover

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

91380

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 2–19 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.