

# 1

90838



NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

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

SUPERVISOR'S USE ONLY

## Level 1 Business Studies, 2019

### 90838 Demonstrate an understanding of external factors influencing a small business

2.00 p.m. Monday 11 November 2019  
Credits: Four

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 2–12 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

















**QUESTION THREE: COMPETITION**

ASSESSOR'S  
USE ONLY

Long-range weather forecasts suggest that ideal growing conditions will occur in 2019 for Waikato strawberry farmers, which could result in bumper crops for the busy Christmas period. The government assistance from the 2018 season, combined with hot summer weather, should see large volumes of strawberries this year in Waikato markets. As a result, *Strawberry Summers* is likely to face greater competition in these markets.

- (a) Fully explain ONE negative consequence for *Strawberry Summers* of increased competition. In your answer:
- identify ONE negative consequence
  - for the negative consequence identified, fully explain how *Strawberry Summers* could respond.

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