

91379



NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

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

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SUPERVISOR'S USE ONLY

## Level 3 Business Studies, 2019

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

9.30 a.m. Friday 8 November 2019  
Credits: Four

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 2–12 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

This task has FOUR parts, (a) to (d). Use the background information below, the supplementary information in the other boxes, and your business knowledge to complete this task. You may integrate any relevant Māori business concepts into your answer.

### **BACKGROUND INFORMATION**

*Riua* is a New Zealand-registered company that operates petrol stations, both domestically in New Zealand and overseas in Samoa and Tonga. *Riua's* company vision is to provide sustainable income flows for the owners' descendants.

*Riua* is facing a difficult decision. With the growth of electric-powered vehicles and the negative publicity around carbon emissions, *Riua* is seriously considering the introduction of a range of alternative products in order to eventually replace the oil-based products it currently sells, with a range of more environmentally friendly products. This will help to ensure *Riua's* sustainability.

*Riua* has also recently been working to develop an innovative culture within the company. One of the policies the owners are keen to introduce to promote this culture is to insist that when hiring future employees, as far as possible, only innovative employees are hired by *Riua*.

**TASK**

To enable *Riua* to successfully adapt to the challenges it will face in the future, the owners have appointed a new CEO to run the company. The new CEO has found the senior managers very resistant to the changes she is suggesting. The senior managers have shared their concerns with the CEO about how their roles will now be different as a result of the introduction of a range of more environmentally friendly initiatives. One example would be the provision of electric vehicle charging stations on the forecourts.

You may choose either *Riua* or a New Zealand-registered business operating in a global context you have studied in depth.

- (a) Fully explain ONE negative impact that resistance to change could have on the business. In your answer, use examples and refer to:
- the introduction of environmentally friendly initiatives
  - customers.

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**ASSESSOR'S  
USE ONLY**

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*Riua* needs all of the new ideas and innovations it implements to be of the highest quality.

(c) For a New Zealand-registered business you have studied that is operating in a global context, evaluate the suitability of the business goal of ensuring that its products or processes are of the highest quality.

In your answer:

- fully explain ONE positive and ONE negative effect on the business of ensuring the highest-quality products or processes
- provide a justified conclusion, including any new information, as to the suitability of the business goal of ensuring that its products or processes are of the highest quality.

Name of New Zealand-registered business	
Goods and/or services provided	

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The owners of *Riua* feel strongly that their business is a New Zealand business. This includes the understanding and application of Māori culture and values across business operations. For example, it applies rangatiratanga to all media releases concerning the company's stance on how it carries out its operations. The new CEO at *Riua* has recently issued a press release to the media urging other companies to follow its lead in setting reduced carbon emissions as a focus for their operations in the future.

**Māori concept definition**

Rangatiratanga: The exercise of leadership, authority, guardianship, and ownership

peace-making, adaptation, risk analysis, and management.

Source of concept definition: <https://seniorsecondary.tki.org.nz/Social-sciences/Business-studies/Maori-business/Culture-and-values>

You may choose either *Riua* or a New Zealand-registered business operating in a global context you have studied in depth.

(d) Fully explain ONE likely impact on how the business is perceived in the market when it demonstrates rangatiratanga.

In your answer, use examples and refer to:

- how demonstrating rangatiratanga impacts on the brand of the business
- ONE consequence for future revenues.

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