

# 3

91380



NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD  
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SUPERVISOR'S USE ONLY

## Level 3 Business Studies, 2019

**91380 Demonstrate understanding of strategic response to external factors by 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 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 2–12 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



*Stol* is a multinational business founded in Denmark that designs and sells ready-to-assemble furniture, kitchens, and home accessories. It is the world's largest furniture retailer. Market research suggests their core market is very social media savvy and engages with environmental issues.

In late 2018, *Stol* announced that it was going to open a New Zealand-registered subsidiary. Its first retail store in New Zealand will be in Auckland. *Stol* also plans to open production facilities in New Zealand, to enable it to produce enough of its furniture to export to the Pacific Islands.

*Stol* tends to create massive retail stores that benefit from economies of scale, which reduces their costs and allows for low-priced products. This will be a major investment in New Zealand, and *Stol* will need the local staff to quickly adjust and fit into the *Stol* approach to quality and customer service.

Image source: [https://farm3.static.flickr.com/2558/4147214115\\_f9771541fd\\_o.jpg](https://farm3.static.flickr.com/2558/4147214115_f9771541fd_o.jpg).





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The examination continues on the following page.**















