

91379



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

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

3

SUPERVISOR'S USE ONLY

Tick this box if
there is no writing
in this booklet

Level 3 Business Studies 2020

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

9.30 a.m. Monday 16 November 2020
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

Sweet Slumber offers pod-style accommodation to a target market of short-stay overseas travellers arriving or departing from Auckland, Christchurch, Queenstown, and Sydney international airports.

The accommodation consists of a number of rooms, each containing four individual sleeping pods. Each self-contained pod has a king single mattress, bed linen and pillow, reading light, power supply, USB charging port, WiFi access, and storage pockets. Pod hire also includes a luggage locker and access to a shared kitchen, lounge space, and bathrooms.

This innovative accommodation option for travellers requiring a few hours of rest, recreation and sleep before or after a long flight is priced from just \$35 per day. *Sweet Slumber* pod accommodation offers more features and a lower price point than many hostels and backpacker accommodation providers, and is located within five minutes' walk of each international airport.

A goal of *Sweet Slumber* is to achieve economic sustainability. To achieve this, it operates on a low-cost business model, with staff in low-skilled positions receiving the minimum wage.

***Sweet Slumber* room showing four individual pods**



Source: <https://i.pinimg.com/originals/2c/60/a0/2c60a027561e9a1cf305bad73ef45aca.jpg>

