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91379



NEW ZEALAND QUALIFICATIONS AUTHORITY
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Level 3 Business Studies 2021

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

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.

Do not write in any cross-hatched area (XXXX). This area may be cut off when the booklet is marked.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.

TASK

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 answers.

You should read the resource information in ALL of the boxes before beginning the task.

BACKGROUND INFORMATION

Pack Robotics is a New Zealand-registered company that specialises in the manufacture of robotic solutions for industrial use. The company has been operating for 20 years and is a strong participant in the industry. Recently, however, some customers have expressed concerns about the consistency of quality of their products, and *Pack Robotics* recognises that improvement is needed in this area.

One of *Pack Robotics*' key products is a robotic stretch wrapper that automatically wraps goods placed on wooden platforms at the end of the production line in a highly elastic protective film, ready for shipping. The film keeps the items tightly wrapped on the wooden platforms. While the robotic stretch wrapper continues to gain high sales for *Pack Robotics*, the business is keen to continue to improve this product so that it authentically reflects the value the business owners place on environmental sustainability.

Stretch-wrapping machine



Source: <https://www.industrysearch.com.au/fromm-fa8-series-automatic-inline-ring-stretch-wrapping-machine/p/138949>

As technology is constantly evolving, *Pack Robotics* is determined to develop an innovative culture by encouraging employees to experiment and to not be afraid of experimental failure. Learning from failure is considered by the management of *Pack Robotics* to be essential to developing successful new products.

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

- (a) (i) Explain ONE benefit of an innovative culture to the business or a stakeholder of the business.

- (ii) Explain ONE cost of an innovative culture to the business or a stakeholder of the business.

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The examination continues on the following page.**

DEFINITION

Kaitiakitanga refers to the exercise of guardianship, particularly in relation to natural

[Redacted text]

generations – not just for short-term or individual profit.

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

Plastic pollution has become one of the most significant environmental issues, as rapidly

[Redacted text]

[Redacted text]

plastics. Nearly every species of seabird eats plastics.

Source <https://www.nationalgeographic.com/environment/habitats/plastic-pollution/#close>

Pack Robotics is concerned about the impact of its use of plastic wrapping on the environment. As a result, the business is attempting to ensure that it uses the smallest possible volume of plastic in its wrapping, without compromising quality. In addition, it is investigating the use of plastic alternatives that are not damaging to the environment.

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

- (c) (i) Explain how demonstrating kaitiakitanga may affect the brand of the business.

(ii) What is ONE possible consequence for future revenues of the business of demonstrating kaitiakitanga?

Pack Robotics has always taken care in who it employs. As a result, its workforce is highly qualified and experienced in the field of robotics. The introduction of a quality assurance system will significantly alter the manufacturing processes at *Pack Robotics*, and the way in which workers complete their tasks.

As this is a major change to established work practices, managers at *Pack Robotics* are considering using an inclusive change management strategy, where workers are continually consulted on changes to manufacturing processes, to aid the implementation of the quality assurance system.

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

(d) (i) Explain ONE positive effect on the business of an inclusive change management approach.

(ii) Explain ONE negative effect on the business of an inclusive change management approach.

Extra space if required.
Write the question number(s) if applicable.

QUESTION
NUMBER

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