

3

91379



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

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

SUPERVISOR'S USE ONLY

Tick this box if you
have NOT written
in this booklet

Level 3 Business Studies 2022

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.

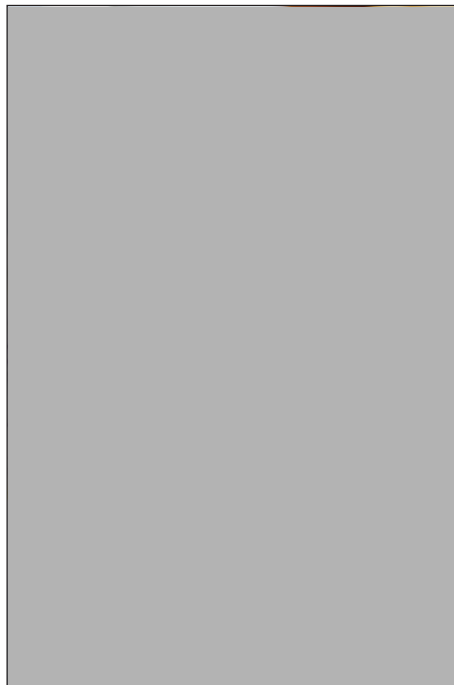
BACKGROUND INFORMATION

Kirīmi Pai prides itself on the creation and production of innovative dairy products, derived from New Zealand's natural resources. It is currently working on the development of a blueberry and white chocolate ice cream.

The dairy products *Kirīmi Pai* produces are currently exported to eight nations, and are produced in both New Zealand and Australia. The New Zealand head office and production facilities are located in Putaruru in the Waikato.

Kirīmi Pai is a leading employer in Putaruru and takes its role of being an ethical and responsible employer seriously. One of *Kirīmi Pai*'s business goals is to annually retain 95% of its workforce.

Environmental sustainability is also a key area of focus for *Kirīmi Pai*. As well as aiming to reduce the impact the dairy industry is having on climate change, the business also supports the protection of native wildlife, particularly birds.



Source: <https://twosugarbugs.com/white-chocolate-ice-cream/>

Ensuring that all its products are of a high quality is essential to *Kirīmi Pai*'s ongoing success. With reference to the blueberry and white chocolate ice cream being developed, *Kirīmi Pai* wants to ensure that the white colour of the ice cream is maintained. There is a possibility of the colour leaching out of the blueberries and making the colour of the ice cream too purple. To ensure the ice cream is produced at the high standard of quality expected of *Kirīmi Pai*'s products, managers are discussing the implementation of a quality management strategy for this production line. They are considering the following two options:

- Quality Assurance
- Quality Circles.

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

- (a) Choose ONE of the quality management strategies identified in the resource above and enter it into the box below:

Selected quality management strategy: _____

- (i) Explain one positive effect of the strategy for the business.

(ii) Explain one negative effect of the strategy for the business.

(ii) What is one possible impact on the retention of employees if the business applies values derived from tikanga?

For a successful release of the new blueberry and white chocolate ice cream, *Kirimi Pai* is currently formulating an intensive marketing strategy. The strategy is centred around this flavour supporting the conservation efforts of whio, New Zealand's native blue duck. This strategy will include the use of the name Quack Berry and a duck character named Gio the whio. The container the ice cream is to be sold in will have the shape of a duck.

Kirimi Pai actively protects its intellectual property, and this will extend to the marketing material being developed. They own the following intellectual property rights for this purpose:

- trade marks
- designs.

In the box below, enter the details of a New Zealand-registered business operating in a global context that you have studied in depth. **Do not use *Kirimi Pai*.**

Name of the New Zealand-registered business: _____ Good(s) sold or service(s) provided: _____ _____

(c) Identify an intellectual property right this business currently owns or may own in the future.

(i) Explain one benefit to the business of using this intellectual property right.

(ii) Explain one cost to the business of using this intellectual property right.

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

QUESTION
NUMBER

91379