

See back cover for an English translation of this cover

# 3

91379M



913795



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

Tohua tēnei pouaka mēnā  
KĀORE koe i tuhi kōrero  
ki tēnei pukapuka

## Mātai Pakihi, Kaupae 3, 2022

91379M Te whakaatu i te māramatanga ki te pāhekohekotanga o ngā take ā-roto i roto i tētahi pakihī e whakahaerehia ana i te ao whānui

Ngā whiwhinga: E whā

Paetae	Kaiaka	Kairangi
Te whakaatu i te māramatanga ki te pāhekohekotanga o ngā take ā-roto i roto i tētahi pakihī e whakahaerehia ana i te ao whānui.	Te whakaatu i te hōhonu o te māramatanga ki te pāhekohekotanga o ngā take ā-roto i roto i tētahi pakihī e whakahaerehia ana i te ao whānui.	Te whakaatu i te matatau ki te pāhekohekotanga o ngā take ā-roto i roto i tētahi pakihī e whakahaerehia ana i te ao whānui.

Tirohia kia kitea ai e rite ana te Tau Ākonga ā-Motu (NSN) kei runga i tō puka whakauru ki te tau kei runga i tēnei whārangi.

**KOTAHI te tūmahi kei roto i tēnei pukapuka. Me whakamātau koe i ngā wāhanga E WHĀ o te tūmahi.**

Kōrerohia ngā mātauranga pakihī e hāngai ana me ngā ariā pakihī Māori hoki/rānei i roto i ō tuhinga.

Mēnā ka hiahia whārangi atu anō mō ō tuhinga, whakamahia ngā whārangi wātea kei muri o tēnei pukapuka.

Tirohia kia kitea ai e tika ana te raupapatanga o ngā whārangi 2–23 kei roto i tēnei pukapuka, ka mutu, kāore tētahi o aua whārangi i te takoto kau.

Kaua e tuhi i ngā wāhi e kitea ai te kauruku whakahāngai (///). Ka poroa pea taua wāhanga ka mākahia ana te pukapuka.

**HOATU TE PUKAPUKA NEI KI TE KAIWHAKAHAERE HEI TE MUTUNGA O TE WHAKAMĀTAUTAU.**

## TE TŪMAHI

E WHĀ ngā wāhanga o tēnei tūmahi, arā te (a) ki te (d). Whakamahia ngā pārongo hei horopaki kei raro iho nei, ngā pārongo āpiti i ērā atu pouaka, me tōu anō mōhiotanga ki te ao pakihi hei whakatutuki i tēnei tūmahi. E wātea ana koe ki te whakauru i ngā ariā pakihi Māori ki roto i ō tuhinga.

Me pānui koe i ngā pārongo rauemi i roto i ngā pouaka KATOA i mua i tō tīmata i te tūmahi.

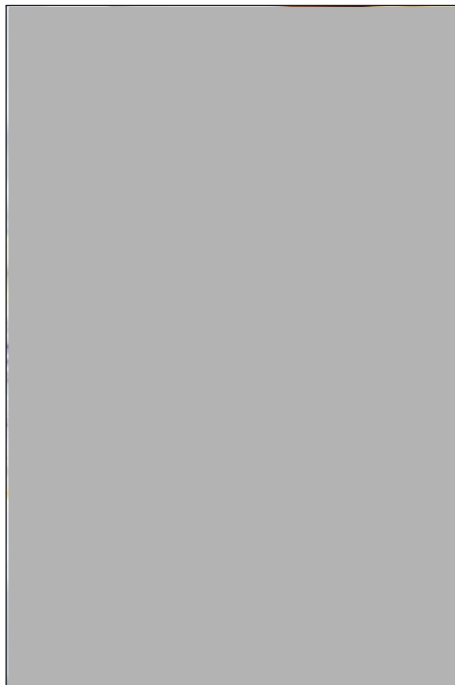
## NGĀ PĀRONGO HEI HOROPAKI

E whakahīhī ana a *Kirīmi Pai* i tana waihanga, i tana whakaputa hoki i ngā huamiraka auaha, i ahu mai ai i ngā rauemi māori o Aotearoa. I tēnei wā, kei te aro rātou ki te waihanganga o tētahi ahikirīmi tūrutu me te tiakarete mā.

I tēnei wā, e hoko ana a *Kirīmi Pai* i ngā huamiraka ka puta i a ia ki tai, ki ngā whenua e waru, ā, kei te whakaputaina i Aotearoa me Ahitereiria. Kei Waikato, kei Putāruru te tari matua me ngā whare whakaputa o Aotearoa.

Ko *Kirīmi Pai* a runga mō te whakawhiwhi mahi i roto i Putāruru, ka mutu, e mārō ana tana tū hei kaituku mahi e matatika ana, e haepapa ana anō hoki. Ko tētahi o ngā whāinga pakihi a *Kirīmi Pai*, ko te pupuri i te 95% o āna kaimahi.

Ko te toitūtanga ā-taiao hoki tētahi āhuatanga tāpua e arohia ana e *Kirīmi Pai*. Hei āpiti ki tana whai ki te whakaheke i te pānga o te ahumahi huamiraka ki te huringa āhuarangi, kei te tautoko hoki te pakihi i te whāomoomotanga o ngā kīrehe taketake, otirā ko ngā manu.



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

## 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.

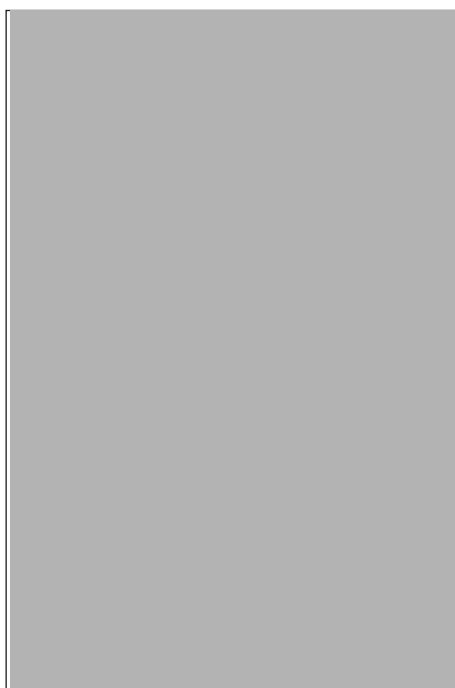
## BACKGROUND INFORMATION

*Kirimi 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 *Kirimi 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.

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

Environmental sustainability is also a key area of focus for *Kirimi 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/>

Tāpua ana te kounga o ā *Kirīmi Pai* hautaonga katoa, e angitu tonu ai te pakihi. Mō te taha ki te aihikirīmi tūrutu me te tiakarete mā e waihangahia ana, e pīrangi ana a *Kirīmi Pai* kia pūmau tonu te tae mā o te aihikirīmi. Tēnā pea, ka papī mai te tae i ngā tūrutu, e waiporoporo rawa ai te tae o te aihikirīmi.

E mōhiotia ai ka eke te kounga o te aihikirīmi ki te taumata ikeike e rongonui nei ngā hautaonga a *Kirīmi Pai*, e matapaki ana ngā kaiwhakahaere i te whakatinanatanga o tētahi rautaki whakaū i te kounga mō tēnei ara whakaputa. E whakaarohia ana ngā kōwhiringa e rua e whai ake nei:

- Te Whakaū Kounga
- Ngā Hurihanga Kounga.

E āhei ana tō whiriwhiri i a *Kirīmi Pai* rānei, i tētahi pakihi rānei kua rēhitatia i Aotearoa e whakahaerehia ana i te ao whānui, kua hōhonu te mātaitia e koe.

- (a) Whiriwhiria TĒTAHI o ngā rautaki whakahaere kounga i tautohua ai i te rauemi o runga, ka tuhia ai ki te pouaka kei raro iho nei:

Te rautaki whakahaere kounga kua kōwhiria: \_\_\_\_\_

- (i) Whakamāramatia tētahi pānga pai o te rautaki ki te pakihi.

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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.

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(ii) Whakamāramatia tētahi pānga kino o te rautaki ki te pakihi.

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

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Ko ngā uara e whakahaere ana i ngā 'p' e whā i te pakihi (arā te tangata - *people*, te ao - *planet*,

te Māori i te ao pakihi i ēnei rā ki tōna hāngai i ngā wā o uki.

Te mātāpuna: <https://sustainable.org.nz/sustainable-business-news/lessons-to-be-learnt-from-maori-business-values/>

E ārahi ana ngā uara e whai ake nei i ngā tikanga pakihi a *Kirīmi Pai*:

te whanaungatanga	<i>relationships</i>
te manaakitanga	<i>respect and care for others</i>
te kaitiakitanga	<i>guardianship</i>
te rangatiratanga	<i>leadership</i>
te pono	<i>integrity</i>

E āhei ana tō whiriwhiri i a *Kirīmi Pai* rānei, i tētahi pakihi rānei kua rēhitatia i Aotearoa e whakahaerehia ana i te ao whānui, kua hōhonu te mātaitia e koe.

- (b) (i) Whakamāramatia te āhua o te pānga o te whakahāngaitanga o ngā uara i ahu mai ai i ngā tikanga tērā pea ka puta ki ngā kaimahi o te pakihi.

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The values which govern the four 'p's (people, planet, purpose, and profit) in business, are



is just as relevant today to Māori in business as it was in historical times.

Source: <https://sustainable.org.nz/sustainable-business-news/lessons-to-be-learnt-from-maori-business-values/>

*Kirīmi Pai*'s business practices are guided by the following values:

whanaungatanga	<i>relationships</i>
manaakitanga	<i>respect and care for others</i>
kaitiakitanga	<i>guardianship</i>
rangatiratanga	<i>leadership</i>
pono	<i>integrity</i>

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

- (b) (i) Explain how the application of values derived from tikanga may affect the employees of the business.

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E angitu ai te rewanga o te aihikirimi tūrutu me te tiakarete mā, e whakariterite ana a *Kirimi Pai* i tētahi rautaki whakatairanga whakaharahara i tēnei wā. E hāngai pū ana te rautaki ki tā tēnei tāwara tautoko i ngā mahi whāomoomo i ngā whio, i te rakiraki taketake e kikorangi ana o Aotearoa. Ka whai wāhi ki tēnei rautaki te whakamahinga o te ingoa o Quack Berry me tētahi kiripuaki whio i tapaina ai ko Gio te whio. Ko te whio te āhua o te ipu e noho ai te aihikirimi i te wā o tōna hokonga atu.

E takatū ana tā *Kirimi Pai* tiaki i tana mana whakairo hinengaro, ā, ka hāngai hoki tēnei ki ngā rawa whakatairanga e waihangahia ana. Nō rātou ngā mana whakairo hinengaro e whai ake nei mō tēnei kaupapa:

- ngā mokopakihi
- ngā hoahoa.

I te pouaka kei raro iho nei, tuhia tētahi pakihi kua rēhitatia i Aotearoa e whakahaerehia ana i te ao whānui kua hōhonu te mātaitia e koe. **Kaua e whakamahi i a *Kirimi Pai*.**

Te ingoa o te pakihi kua rēhitatia i Aotearoa: \_\_\_\_\_

He rawa ka hokona, he ratonga rānei ka tukuna: \_\_\_\_\_

- (c) Tautohua tētahi mana whakairo hinengaro e puritia ana e tēnei pakihi i tēnei wā, ka puritia pea rānei ā tōna wā.

- (i) Whakamāramatia tētahi painga ki te pakihi ka puta i tana whakamahi i tēnei mana whakairo hinengaro.

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- (ii) Whakamāramatia tētahi utu ki te pakihi o te whakamahinga o tēnei mana whakairo hinengaro.

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For a successful release of the new blueberry and white chocolate ice cream, *Kirīmi 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.

*Kirīmi 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 *Kirīmi 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.

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

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Mā te waihanganga o ngā hautaonga hou, pērā i te aihikirīmi Quack Berry, e whai ana a *Kirīmi Pai* ki te whakawhānuī i tōna tūranga i te māketē. E hāngai tonu ai ki ngā mariutanga o ngā kiritaki e panoni haere ana, e rite tonu ana tana urutau, tana panoni hoki i āna whakaputanga. Waihoki, kei te panoni tonuhia te hangarau, ā, mā reira e pai ai tā *Kirīmi Pai* whakakaha i te whaihua o āna tukanga whakaputa.

Nā runga i ngā panonitanga ki ngā hautaonga me te raweke i ngā tukanga whakaputa, kāore e kore ka mate ngā kaimahi a *Kirīmi Pai* ki te panoni i te āhua o ā rātou whakahaerenga i ōna wā.

E āhei ana tō whiriwhiri i a *Kirīmi Pai* rānei, i tētahi pakihi rānei kua rēhitatia i Aotearoa e whakahaerehia ana i te ao whānuī kua hōhonu te mātaītia e koe.

- (d) (i) Whakamāramatia he take e tika ana pea kia panonihia ngā tukanga whakahaere ka mate ana ngā kaimahi ki te panoni i te āhua o ā rātou whakahaerenga.

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Through the creation of new products such as the Quack Berry ice cream, *Kirīmi Pai* aims to grow its position in the market. To keep up with changes in consumer preferences, it is continually adapting and changing its product offerings. In addition, technology is constantly evolving, which enables *Kirīmi Pai* to make its production process more efficient. Changing the products made and modifying production processes inevitably means that *Kirīmi Pai*'s employees sometimes need to change the way they operate.

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

- (d) (i) Explain why it may be necessary to use a change management process when employees are required to change the way they operate.

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*English translation of the wording on the front cover*

## Level 3 Business Studies 2022

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

Credits: Four

91379M

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 2–23 in the correct order and that none of these pages is blank.

Do not write in any cross-hatched area () . 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.**