

91381



Draw a cross through the box (X) if you have NOT written in this booklet

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Mana Tohu Mātauranga o Aotearoa
New Zealand Qualifications Authority

Level 3 Business Studies 2024

91381 Apply business knowledge to address a complex problem(s) in a given global business context

Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Apply business knowledge to address a complex problem(s) in a given global business context.	Apply in-depth business knowledge to address a complex problem(s) in a given global business context.	Apply comprehensive business knowledge to address a complex problem(s) in a given global business 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.

Pull out Resource Booklet 91381R from the centre of this booklet.

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 the margins (X/X/X/X). This area will 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 information from the resource booklet, the boxes in this booklet, and your business knowledge to complete this task. You may integrate any relevant Māori business concepts into your answers.

BACKGROUND INFORMATION

Manaia Tala is a New Zealand based clothing and jewellery company. Established by two friends while studying in Auckland in the early 2000s, *Manaia Tala* has grown to exporting to over 20 countries.

Environmental sustainability is at the forefront of decisions made by *Manaia Tala* and is shown through their designs highlighting native flora and fauna, and the natural fibre fabrics chosen. Reducing their impact on the environment is a priority.

Producing quality clothing and jewellery is also central to the environmental sustainability goals of *Manaia Tala*. They seek to make durable products that will last for many years and, as a result, they are able to charge premium prices.

As well as valuing environmental sustainability, *Manaia Tala* takes social responsibility seriously. Implementing ethical practices such as payment of the living wage, the implementation of safe labour practices throughout their supply chain, and supporting the removal of child labour in the clothing industry are key objectives.

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The assessment continues on the following page.**

Manaia Tala usually offer a maximum of 500 items for sale of each item they produce, to help ensure exclusivity of their garments.

- (iii) Which of the two manufacturers would you recommend for *Manaia Tala*? Justify your recommendation, including any new information.

The first production run completed in India did not meet the quality expectations of *Manaia Tala's* management, and the clothing line was unable to be taken to market.

In response to the disappointment of the first production run, *Manaia Tala* has implemented a quality assurance system.

- (b) (i) Using Resources C and D, explain one possible cause for the quality expectations of *Manaia Tala* not being met.

- (ii) Explain the effect the introduction of a quality assurance system will likely have on the economic sustainability of *Manaia Tala*.

As well as experiencing some quality issues with the manufacturing completed in India, there have also been some time delays in *Manaia Tala* receiving their orders. This has resulted in some customer orders not being fulfilled within the required time frame.

- (c) (i) Using Resources E and F, explain one possible cause for the delay in receiving of orders by *Manaia Tala*.

- (ii) Using Resources E and F, explain how the New Zealand government securing a free trade agreement with India could benefit *Manaia Tala*.

As *Manaia Tala* has continued to grow and expand into new markets, the design software they had been using is no longer fit for purpose. As a result, they have made the decision to invest in software that enables them to produce 2D garment sketches, 3D modelling, tools for creating sewing patterns, and the ability to test fabrics.

Research thus far has narrowed the choice of the preferred software choices down to either Garment Creator Suite or Stitch Sculpt. Both options include all of the tools that *Manaia Tala* requires and are within the budget they have available to purchase design software.

- (d) (i) Using Resource G, explain one positive effect choosing Garment Creator Suite would have on *Manaia Tala*.

- (ii) Using Resource G, explain one positive effect choosing Stitch Sculpt would have on *Manaia Tala*.

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