

SUPERVISOR'S USE ONLY

3Draw a cross through the box (☒)
if you have NOT written in this booklet

+

91379

913790

**Mana Tohu Mātauranga o Aotearoa**
New Zealand Qualifications Authority

Level 3 Business Studies 2025

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 the margins (//////). 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 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

Established in 2022 by Ben MacDonald, *The Honest Grain* is a breakfast cereal business operating in Invercargill. In the short time it has been in operation, *The Honest Grain* has built a strong reputation for producing quality and healthy breakfast food options, and Ben hopes to build on the current success of *The Honest Grain* by growing their market share by 5% each year.

While oats are the key ingredient in the cereals of *The Honest Grain*, and the business is well located to use the high-quality oats produced in Southland, some of the other ingredients *The Honest Grain* use in their cereals have to be imported from other countries.

As New Zealanders look to healthier food options, *The Honest Grain's* sales have increased as planned, and this has provided the motivation and capital to further expand the business. A key area of development has been the creation of a new cereal bar. The aim is to produce a bar that can become a breakfast food for consumers who are always rushing in the mornings and don't have time to sit and eat a meal.

In addition to the expansion and increase in market share of the business, *The Honest Grain* also has goals related to social and environmental sustainability. These focus on building strong relationships with suppliers and becoming the employer of choice in Invercargill.

Granola bars



Honey and oat cereal



Image sources:

(Left): <https://www.allrecipes.com/recipe/223164/chewy-no-bake-granola-bars/>

(Right): <https://healthyeatsforall.com/2015/03/19/homemade-honey-bunches-of-oats-cereal/>

**This page has been deliberately left blank.
The assessment continues on the following page.**

