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NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

SUPERVISOR'S USE ONLY

Level 3 Business Studies, 2014

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

2.00 pm Wednesday 19 November 2014

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.

You should attempt ALL the questions in 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 2–15 in the correct order and that none of these pages is blank.

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

TOTAL

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Genstar Software is a payroll software firm operating out of South Auckland. It has a team of software developers, and also an administration/marketing team; all staff work at the same premises.

Genstar Software targets firms in the domestic and Australian markets. Over the last 10 years it has increased sales to the stage where it is now the market leader in both New Zealand and Australia. It is now looking to expand further.

Use the information in the General Resource above, and in the boxes below and on page 4, in addition to your business knowledge, to answer this question.

Genstar Software has recently developed a strong interest in the North American market. The software development team has been working on a product, and has made significant progress in meeting the requirements of that market. A new feature that links into the government tax department in the United States has proved very popular with users in the USA. But recently they have begun to experience setbacks, particularly in regard to a function within the payroll package that gives police access to employee information. This function has not been popular with users.

- (a) Discuss the role of innovation in modern business.

In your answer:

- use an example from *Genstar Software* to explain the term “product innovation”
- fully explain ONE reason why being innovative is important for *Genstar Software’s* long-term growth.

1. Rewarding risk-taking.
2. Tolerating mistakes.
3. Insisting on open communication.

Use the information in the General Resource on page 2 and in the box below, and your business knowledge, to answer this question.

The lawyer has suggested that *Genstar Software* will also need intellectual property protection over some of its other intangible assets, such as its branding. The lawyer is particularly interested in investigating protection for the *Genstar Software* logo to prevent unauthorised copying.

- In your answer:

- explain the term “intellectual property”
- use an example to fully explain how *Genstar Software* would benefit from a trademark to protect its intellectual property.

Question Two continues on page 8 ►

- In your answer:

- | | |
|--|--|
| Name of New Zealand-registered business | |
| Good(s) sold or service(s) provided | |
| Type of intellectual property protection | |

Use the information in the General Resource on page 2, the box below, and the table on page 12, in addition to your business knowledge, to answer this question.

The management has to carry out an investment appraisal comparing the two locations.

Question Three continues on page 12 ►

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