

91379



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## Level 3 Business Studies, 2018

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

9.30 a.m. Friday 9 November 2018  
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 2–11 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**

ASSESSOR'S USE ONLY

Read the background information below and in the other boxes about *Waiti Enterprises*. You can use this information to answer parts (a), (b), and (c) of the task.

## BACKGROUND INFORMATION



The mission of *Waiti Enterprises* is to make space affordable by producing rockets for businesses to use in their operations – for example to launch satellites for GPS tracking.

The rocket components are produced at different locations globally. Both the New Zealand head office and the launch location are at Manaia in Taranaki.

*Waiti Enterprises* has a very talented and loyal staff who are encouraged to be involved in the innovations by the CEO.

One process innovation that *Waiti Enterprises* has recently introduced is the use of a specialist 3D printer in one part of the production process. This means that the rockets' launching systems are constructed faster and with no quality issues.

Image source: <https://www.space.com/12671-50-russian-rocket-launch-photos.html>.

To answer parts (a), (b), and (c), you may choose *Waiti Enterprises* or a New Zealand-registered business(es) operating in a global context that you have studied in depth.

In part (d), you must use a New Zealand-registered business operating in a global context that you have studied in depth.

The global business(es) I have studied in depth	
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(a) Fully explain the importance to the business of introducing innovations to its production process.

- the reason that the process innovation would affect the costs of production
- the impact on competitors.

- trademarks
- patents
- copyrights.

- In your answer:

- state the innovation
- the reason for your choice of IP protection
- the impact that this form of protection would have on sales.

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*Waiti Enterprises* will need to innovate quickly, and the CEO is considering two alternative approaches to managing the change process to ensure the staff are onboard:

- inclusive (input sought from all parties – may involve long meetings)
- top down (change process decided by managers only – no long meetings).

In your answer:

- fully explain ONE positive and ONE negative effect of the top-down change management approach for the business
- provide a justified conclusion, including any new information, as to the likelihood of success of the top-down change management approach for the business.



- Quality Assurance
- Kaizen.

- In your answer:

- fully explain ONE positive and ONE negative effect of this quality management approach for the business
- provide a justified conclusion, including any new information, as to the suitability of this quality management approach for the business.

Name of New Zealand-registered business	
Quality management approach	





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

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USE ONLY

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NUMBER

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