

# 3

91380



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NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

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## Level 3 Business Studies, 2013

### 91380 Demonstrate understanding of strategic response to external factors by a business that operates in a global context

9.30 am Monday 25 November 2013

Credits: Four

Achievement	Achievement with Merit	Achievement with Excellence
Demonstrate understanding of strategic response to external factors by a business that operates in a global context.	Demonstrate in-depth understanding of strategic response to external factors by a business that operates in a global context.	Demonstrate comprehensive understanding of strategic response to external factors by 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**

ASSESSOR'S USE ONLY

## QUESTION ONE: CHANGES IN THE GLOBAL MARKETPLACE

Aquaculture is the farming of aquatic species such as fish, shellfish, and plants. Formed in

growth strategy.

- In your answer:

- explain what is meant by the term “recession”
- fully explain how recession in export markets will negatively impact *Seafoods NZ's* ability to achieve its growth strategy
- fully explain how a strong New Zealand Dollar will negatively impact *Seafoods NZ's* ability to achieve its growth strategy.

- (b) A “strategic response” means a business-wide reaction at multiple levels (size, scope, and timeframe). Evaluate a strategic response that *Seafoods NZ* could implement to address the problems caused by recession in export markets.

In your answer:

- explain a strategic response
- fully explain TWO positive impacts *AND* ONE negative impact of the strategic response
- draw a justified conclusion on the likely success of the strategic response.



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The examination continues on the following page.**

Use the information in the box below, and your business knowledge, to answer the following questions.

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(a) Fully explain how cultural intelligence of export markets will support *Seafoods NZ* in achieving its strategic plan.

- explain the importance of cultural responsiveness and intelligence in the global marketplace
- fully explain the impact on sales of their products in the “Greater China” area if *Seafoods NZ’s* strategy lacks cultural responsiveness and intelligence.

- (b) A “strategic response” means a business-wide reaction at multiple levels (size, scope, and timeframe). Evaluate a strategic response that *Seafoods NZ* could implement to address the potential problems caused by a lack of cultural intelligence about the “Greater China” market. In your answer:

- explain the suggested strategic response
- fully explain TWO positive impacts *AND* ONE negative impact of the strategic response
- draw a justified conclusion on the likely success of the strategic response.





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The examination continues on the following page.**

Use the information in the boxes below and on page 12, and your business knowledge, to answer the following questions.

(a) Fully explain TWO services offered by non-government agencies that would support *Seafoods NZ* in its industry strategy which “will see the sector grow to earn sales of \$1 billion annually by 2025”.

- name the non-government agency/agencies; you may select from any of the types of non-government agency identified in the resource above, or any others
- fully explain the nature of the TWO services offered, and their impact on *Seafoods NZ's* industry strategy. The services may be offered by one non-government agency or two different non-government agencies.

**Question Three continues on page 12 ➤**

(b) A “strategic response” means a business-wide reaction at multiple levels (size, scope, and timeframe). Evaluate a possible strategic response of a New Zealand registered business operating in a global context, to an initiative implemented by a government agency to assist New Zealand businesses. You may use New Zealand Trade and Enterprise or any other government agency.

- describe your selected agency's initiative
- explain the strategic response by the New Zealand registered business that you have studied
- fully explain TWO positive outcomes of the strategy *AND* ONE negative outcome that may arise
- draw a justified conclusion on the likely success of the strategic response.

Name of New Zealand registered business	
Name of government agency	



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**Write the question number(s) if applicable.**

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