

91381



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NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

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SUPERVISOR'S USE ONLY

Level 3 Business Studies, 2013

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

9.30 am Monday 25 November 2013

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.

You should attempt ALL the questions in this booklet.

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 2–15 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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- (b) Suggest TWO possible solutions that the senior managers at *W T Wilson* could have employed to address the liquidation problem caused by the falling sales.

(1) _____

(2) _____

- (c) Evaluate how the TWO possible solutions you named in (b) would address the liquidation problem caused by the falling sales, and make a fully justified recommendation of the better solution.

In your answer:

- discuss how each solution addresses the liquidation problem by fully explaining ONE positive effect that each will have on the business
- fully explain ONE negative effect of each solution
- state the solution you would recommend
- justify your recommendation by explaining why it is better than the other possible solution.

Question One continues on page 4 ►

Use the information in Resources A, D and E, and in the box below, in addition to your business knowledge, to answer this question.

(a) Discuss the possible causes and effects of the decrease in customer satisfaction, as shown by the information in Resource E.

- TWO possible causes of the decrease in customer satisfaction
- TWO effects on the performance of the business.

In your answer:

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Use the information in Resources A and F (an example of conflict over intellectual property), and in the box below, in addition to your business knowledge, to answer this question.

(a) Discuss the possible causes and effects of the intellectual property issue.

- fully explain TWO possible reasons why *F&H* could have wanted to copy *BPG*'s packaging product rather than develop its own design
- fully explain TWO effects on *BPG* of a breach of its intellectual property.

In your answer:

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

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