

91381



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NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

3

SUPERVISOR'S USE ONLY

Level 3 Business Studies, 2014

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

2.00 pm Wednesday 19 November 2014

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

ASSESSOR'S USE ONLY

Use the information in Resources A to D in Resource Booklet 91381R, and in the box below, in addition to your business knowledge, to answer this question.

(a) Discuss the possible causes and effects of the decision to move production to Mexico.

- TWO factors which may have caused the decision to move production to Mexico
- the possible effects of the decision to move production to Mexico, on New Zealand consumers' brand loyalty for *Kitchen Unique's* products **and** on its share price.

- In your answer:

- discuss how each solution addresses the brand loyalty issue 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.

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Use the information in Resource E in Resource Booklet 91381R, and in the box below, in addition to your business knowledge, to answer this question.

(a) Discuss the possible **external factors** that would have brought about the difficult initial period and low profitability at *Kitchen Unique*, when they moved to their Mexican factory.

- TWO factors which may have caused the initial problems
- TWO effects on the stakeholders of *Kitchen Unique*.

- (b) The eventual consequence of the move to Mexico was falling profits. Suggest TWO possible solutions that the senior managers at *Kitchen Unique* could employ to address this problem.

(1) _____

(2) _____

- (c) Evaluate how the TWO possible solutions you named in (b) would address the falling profits at *Kitchen Unique*, and make a fully justified recommendation of which is the better solution.

In your answer:

- discuss how each solution addresses falling profits 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.

**More space for this answer is
available on the next page.**

Use the information in Resources F and G in Resource Booklet 91381R, and in the boxes below and on page 11, in addition to your business knowledge, to answer this question.

(a) Discuss the possible causes and effects of the product recall.

- TWO factors that may have caused Chinese parts manufacturers to produce defective parts
- TWO effects of a product recall on *Kitchen Unique*.

(b) Suggest TWO possible solutions that the advisers from *Kitchen Unique* could recommend to address the quality problems.

In your answer:

- discuss how each solution addresses the quality problems 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.

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

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QUESTION
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