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SUPERVISOR'S USE ONLY

91381



Level 3 Business Studies, 2018

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

9.30 a.m. Friday 9 November 2018 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.

There is ONE task in this booklet. You should attempt ALL FOUR parts of the task.

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 2–12 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

Use the information from the resource booklet and the boxes in this booklet, in addition to your business knowledge, to complete this task.

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Jackson & White (*JW*) is a New Zealand-based global medical technology company with a vision to "provide its customers with lifesaving technology that is both high quality and accessible". The company now has a full range of technology devices targeted at hospitals and medical centres across the world.

The latest product, Coronoview XT (CXT), allows low-cost detection of heart disease through imaging of the blood vessels around the heart. *JW* has made an investment in developing this new product and is close to launching into a highly competitive market.

TASK

)	Using Resources A and B, fully explain TWO qualitative factors behind <i>JW</i> 's investment decision to develop the new product, CXT.

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JW's recent innovations have enabled the company to consider expanding into the United States of America (USA), where heart disease rates are high. It intends to set up a base in the USA to work on its Food & Drug Administration (FDA) approval.

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JW has a Technical Support department that helps customers when they have problems. A software update for the CXT device was introduced in May 2018. The update had been through a quality control process from the quality control department; however, Technical Support soon saw a massive increase in the number of clients having problems with the update.

- (c) Using Resources F and G, evaluate BOTH Quality Circles and Total Quality Management (TQM), as possible solutions that *JW* could use to improve quality, by:
 - fully explaining ONE positive effect that EACH solution would have on the business

•	stating the solution you recommend
•	justifying your recommendation by explaining why it is a better solution for ${\it JW}$ than the other option.

JW has received a large order from hospitals in Thailand. However, it has been experiencing major issues with some CXT components produced by a supplier in New Zealand. In response, *JW* is looking at two options: either building its own robotic manufacturing plant, or outsourcing production to a Taiwanese firm.

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