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NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD
KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

SUPERVISOR'S USE ONLY

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

ASSESSOR'S USE ONLY

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.

(a) Using Resources A and B, fully explain TWO qualitative factors behind *JW*'s investment decision to develop the new product, CXT.

(b) Using Resources C, D, and E, fully explain TWO possible impacts of *JW's* global expansion to the USA.

(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 *JW* than the other option.

(d) Using Resources H and I, evaluate BOTH possible solutions to the current outsourcing issue 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 *JW* than the other option.

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

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