

91381R



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

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

Level 3 Business Studies, 2015

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

2.00 p.m. Tuesday 24 November 2015

Credits: Four

RESOURCE BOOKLET

Refer to this booklet to answer the questions for Business Studies 91381.

Check that this booklet has pages 2–7 in the correct order and that none of these pages is blank.

YOU MAY KEEP THIS BOOKLET AT THE END OF THE EXAMINATION.

RESOURCE A: HOW YOUNG PEOPLE ARE WATCHING TELEVISION/VIDEO

*For copyright reasons, this resource cannot be reproduced here.
See: [http://www.marketingcharts.com/television/
are-young-people-watching-less-tv-24817/](http://www.marketingcharts.com/television/are-young-people-watching-less-tv-24817/)*

Note: Q4 refers to the fourth quarter of the calendar year.

RESOURCE B: GLOBAL ONLINE TELEVISION COMPANY LAUNCHES IN NEW ZEALAND

*For copyright reasons, this resource cannot be reproduced here.
See: <https://www.netflix.com/nz/>*

Netflix is a provider of on-demand Internet television and film. It arrived in New Zealand in March 2015.

RESOURCE C: SMART TV

For copyright reasons, this resource cannot be reproduced here.

See: <http://www.smarttvradar.com/wp-content/uploads/2012/12/ES5410.jpeg>

A smart TV is a television set with

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See: http://en.wikipedia.org/wiki/Smart_TV

media and home networking access.

RESOURCE D: INVESTMENT APPRAISAL DATA FOR WEKA TV'S ONLINE CONTENT

Weka TV has two potential options for adding online content to its product line, as shown in the table below.

	Option 1: Improved decoder <i>Weka TV</i> develops a new decoder that allows people to access online media.	Option 2: Takeover <i>Weka TV</i> purchases <i>Star TV</i> , already a provider of online media in New Zealand.
Average rate of return (ARR)	12%	8%
Payback period	7 years	4.5 years

RESOURCE E: CALL CENTRE

For copyright reasons, this resource cannot be reproduced here.

See: http://blogs-images.forbes.com/morganhartley/files/2012/12/2994723741_556a0431151.jpg

A call centre is an office used for receiving a large volume

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See: http://en.wikipedia.org/wiki/Call_centre

Zealand to operate and manage the call centre.

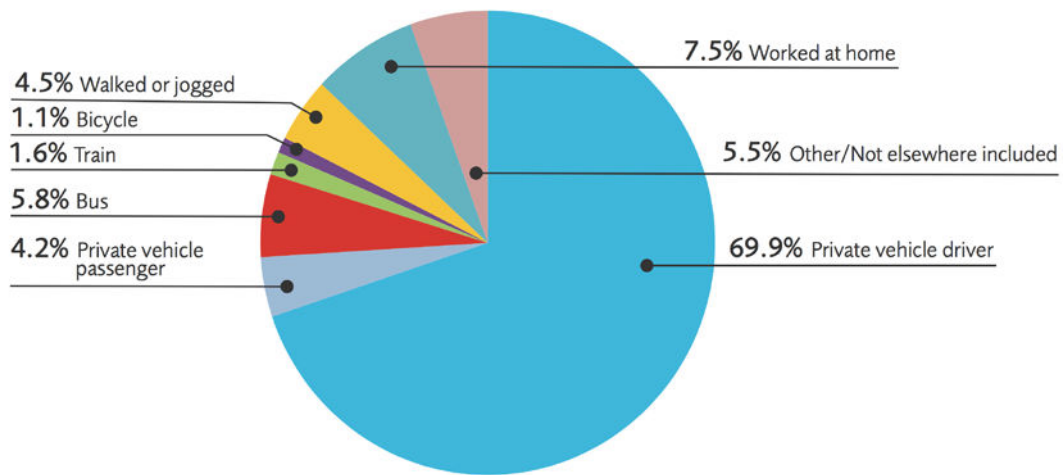
RESOURCE F: NEWSPAPER ARTICLE

Irate users target Weka TV

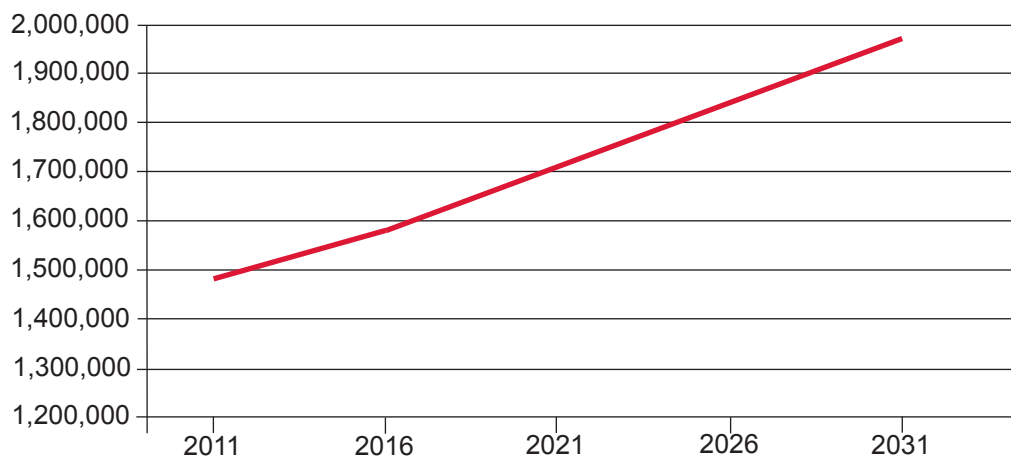
For copyright reasons, this resource cannot be reproduced here.

See: http://www.nzherald.co.nz/business/news/article.cfm?c_id=3&objectid=11389311
(accessed 23 March, 2015)

Many customers said they were considering changing to another provider.

RESOURCE G: COMMUTING IN AUCKLAND BY MODE, 2013**RESOURCE H: PROJECTED POPULATION GROWTH FOR AUCKLAND**

**Population of Auckland
2011–2031 (estimated)**



RESOURCE I: WAREHOUSING OPTIONS FOR WEKA TV

Option 1: Advertisement for Wiri warehouse

Location: Wiri, Auckland

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See: [http://www.colliers.
co.nz/properties/?aproc=1&
t=2&pt=Industrial](http://www.colliers.co.nz/properties/?aproc=1&t=2&pt=Industrial)*

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See: [http://www.colliers.co.nz/proper
ties/?aproc=1&t=2&pt=Industrial](http://www.colliers.co.nz/properties/?aproc=1&t=2&pt=Industrial)*

hustle and bustle of the Auckland CBD.

Option 2: Advertisement for Sylvia Park warehouse

Location: Sylvia Park, Auckland

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See: [http://www.colliers.
co.nz/services/PropertyFile.
ashx?src=p&lid=06c04a8de
a2e4f0ca499246f6adc91e6
&bid=7cdc1dc8fc2143b1aef
856de2b5676f3](http://www.colliers.co.nz/services/PropertyFile.ashx?src=p&lid=06c04a8dea2e4f0ca499246f6adc91e6&bid=7cdc1dc8fc2143b1aef856de2b5676f3)*

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See: [http://www.colliers.co.nz/services/
PropertyFile.ashx?src=p&lid=06c04a8dea2e4f
0ca499246f6adc91e6&bid=7cdc1dc8fc2143b1
aef856de2b5676f3](http://www.colliers.co.nz/services/PropertyFile.ashx?src=p&lid=06c04a8dea2e4f0ca499246f6adc91e6&bid=7cdc1dc8fc2143b1aef856de2b5676f3)*

Close to motorway links.

Sources (adapted):

Resource C, p. 3: http://en.wikipedia.org/wiki/Smart_TV

Resource E, p. 4: http://en.wikipedia.org/wiki/Call_centre

Resource F, p. 4: http://www.nzherald.co.nz/business/news/article.cfm?c_id=3&objectid=11389311 (accessed 23 March, 2015)

Resource H, p. 5: http://www.stats.govt.nz/tools_and_services/nzdotstat/tables-by-subject/population-projections-tables.aspx

Image sources:

Resource B, p. 2: <https://www.netflix.com/nz/>

Resource C, p. 3: <http://www.smarttvradar.com/wp-content/uploads/2012/12/ES5410.jpeg>

Resource E, p. 4: http://blogs-images.forbes.com/morganhartley/files/2012/12/2994723741_556a0431151.jpg

Resource G, p. 5: <http://www.transport.govt.nz/assets/Uploads/Research/Documents/Richard-Paling-report-Transport-Patterns-in-the-Auckland-Region-Executive-Summary.pdf>

Image sources (adapted):

Resource A, p. 2: <http://www.marketingcharts.com/television/are-young-people-watching-less-tv-24817/>

Sources [text (adapted) and image]:

Resource I, p. 6 (top): <http://www.colliers.co.nz/properties/?apro=1&t=2&pt=Industrial>

Resource I, p. 6 (bottom): <http://www.colliers.co.nz/services/PropertyFile.ashx?src=p&lid=06c04a8dea2e4f0ca499246f6adc91e6&bid=7cdc1dc8fc2143b1aef856de2b5676f3>

