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93105Q



Mana Tohu Mātauranga o Aotearoa  
New Zealand Qualifications Authority

## Scholarship 2025 Agricultural and Horticultural Science

Time allowed: Three hours  
Total score: 24

### QUESTION BOOKLET

There are THREE questions in this booklet. Answer ALL questions.

Write your answers in Answer Booklet 93105A.

Check that this booklet has pages 2–3 in the correct order and that none of these pages is blank.

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

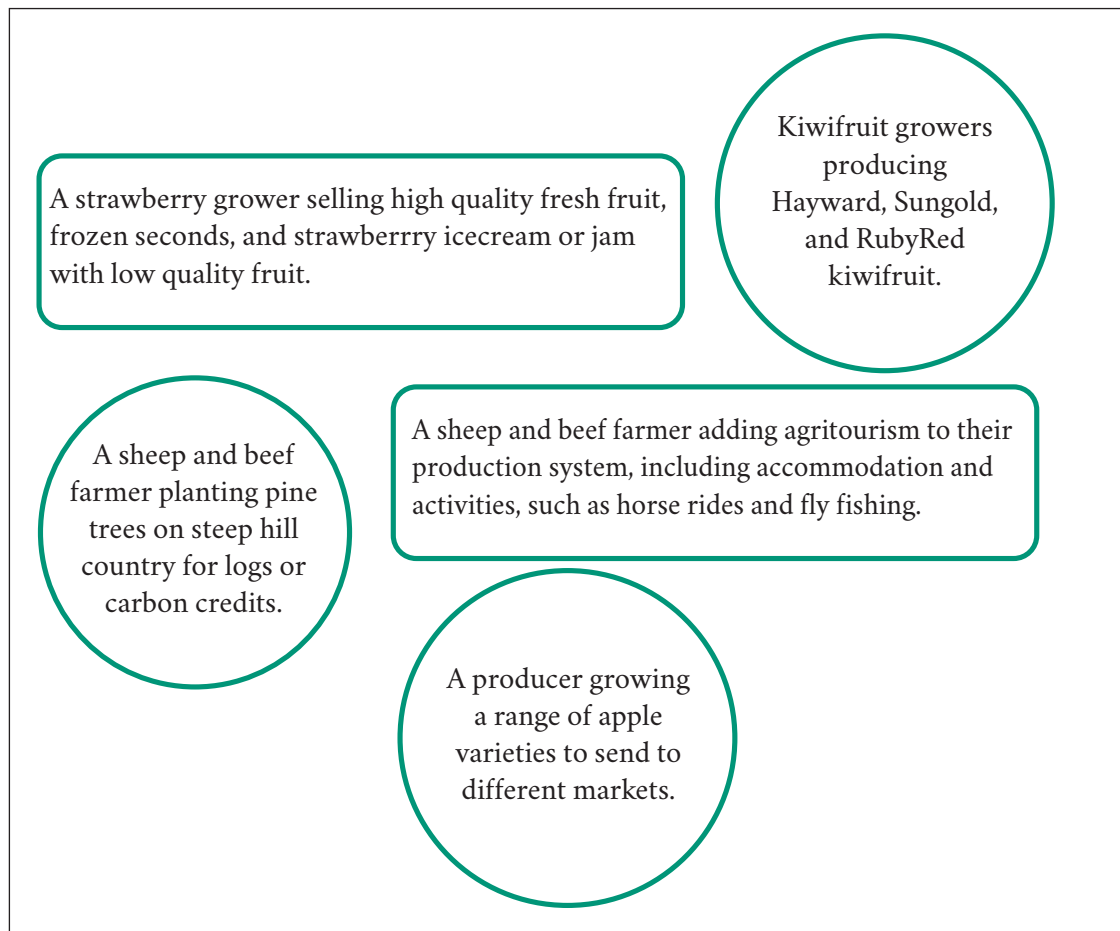
### QUESTION ONE: The impact of the internet and social media

With reference to ONE primary production system, discuss the impact that the internet and social media has had on the production, marketing, and consumption of your primary product.

In your discussion consider:

- what groups, organisations, companies, or individuals have an online presence relevant to your primary production system
- the benefits the internet and social media have on the primary production system
- the threats the internet and social media pose to the primary production system.

### QUESTION TWO: Diversification within primary production systems



With reference to TWO primary production systems, discuss how primary producers have diversified their production.

In your discussion consider:

- how the primary producers have diversified their production
- what the drivers for diversification were
- comparing your TWO production systems' ability to diversify from their current production system.

**QUESTION THREE: Economic sustainability**

With reference to ONE primary production system, discuss how primary producers navigate social and environmental expectations to achieve economic sustainability.

In your discussion consider:

- the social factors/expectations influencing the producer
- the environmental factors/expectations influencing the producer
- the positive and/or negative impact the above factors have or may have on the profitability of the primary production system.

