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93406

SAMPLE ASSESSMENT

NZQA | Mana Tohu Mātauranga o Aotearoa
New Zealand Qualifications Authority

Scholarship 2026
Business Studies

Time allowed: Three hours
Total score: 24

QUESTION AND ANSWER BOOKLET

Pull out Resource Booklet 93406R from the centre of this booklet.

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QUESTION ONE: Change management

Use information from **Resource A** and your knowledge of business theory to answer this question.

Critically evaluate the strategic tension between socio-cultural sustainability and technological transformation at *Pacific Tide Seafoods Ltd*.

In your response:

- demonstrate how the company can balance its cultural and financial needs
- compare a quick 6-month rollout to a slower 18-month one
- recommend if it is possible for the company to automate without losing its true identity.

QUESTION TWO: Investment decision

Use information from **Resource B** and your knowledge of business theory to answer this question. You may integrate relevant Māori business concepts throughout your answer.

As a recent business graduate, and based on the information above, you have been asked by *Tipu* to advise its board on which of the three investment options the company should pursue.

Critically discuss which of the three investment options *Tipu* should pursue.

In your answer:

- critically consider the strengths and limitations of each option for *Tipu*
- integrate relevant business theories and concepts
- reach a justified conclusion as to which option you would recommend to the board.

QUESTION THREE: Marketing a new product

Use information from **Resource C** and your knowledge of business theory to answer this question.

(a) Develop a customer profile focused on a single, representative individual who would purchase *Waiora Marine*'s new joint support capsule. Include the following factors in your profile: geographic, demographic, psychographic, and buying motivation.

Please turn over ➤

(b) Create a marketing mix for *Waiora Marine*'s new joint support capsule, taking into consideration the customer profile you have created in (a).

Please turn over ➤

(c) Prepare a sales forecast for the first 12 months of sale of the joint support capsule. Include two possible contingency actions to improve sales if required.