

Question 23 (14 marks)

- (a) Explain how the changing use of technology has influenced an economic activity you have studied. 6

The changing use of technology as manifested in the technological revolution of the twenty-first century has greatly influenced the economic activity of global banana production, allowing its rapid ^{global} expansion. ~~As a~~ As a result of technological advancements such as the ~~the~~ packaging of bananas for export that prevent quality degradation and the artificial implanting of chemicals ^{into bananas} to ~~allow bananas to reach~~ ~~process of ripening,~~ ~~technological advancement~~ the global banana industry has been able to rapidly expand to ~~use~~ a new range of consumers, as bananas from the main exporting countries of Ecuador, Brazil and the ~~Philippines~~ Philippines are enabled to travel further distances and over longer periods of time without quality reduction. Furthermore, the changing use of technology has enabled the global banana production to reach a new niche market of organic consumers, as cultivators ^{at use} ¹³ technology to develop new ways ^{to produce} bananas that are economically viable and without the input of chemicals.

Question 23 (continued)

- (b) 'Local economic enterprises can no longer operate in isolation. Linkages and flows change significantly over time.' 8

Discuss this statement in relation to a local economic enterprise you have studied.

* and in fact to reform, which utilise their brewed non-organic choice.

The local economic enterprise within global banana cultivation of Pacific Coast Eco Bananas largely utilises its linkages and flows of ^{of} ~~change~~ inputs, production, and outputs, to retain its unique edge within an increasingly competitive market. It is evident when considering Pacific Coast Eco Bananas that "local economic enterprises can no longer operate alone," as unique inputs are required to address the "Alarms of Change" within consumer demands, such as the development of a niche market demanding organic produce. ~~Pacific Coast Eco Bananas~~ Pacific Coast Eco Bananas has utilised its linkages to create a product for the organic market, in which inputs such as the ecofriendly wax tip and the use of ecologically friendly fertilisers allow for their products organic branding. Furthermore, Pacific Coast Eco Bananas is a heterogeneous enterprise and thus must utilise its "linkages" to remain competitive in the Australian market. ~~As~~ This is seen in the promotion of the organic aspects of their banana, in widespread supermarket chains such as Woolworths, ^{with} Coles, ~~and~~ ~~to~~ highlighting how Pacific Coast Eco Bananas do not operate in isolation.

End of Question 23