

External assessment 2023

Question and response book

Business

Time allowed

- Planning time — 15 minutes
- Working time — 120 minutes

General instructions

- Answer all questions in this question and response book.
- Write using black or blue pen.
- Respond in paragraphs consisting of full sentences.
- Planning paper will not be marked.

Section 1 (10 marks)

- 3 short response questions

Section 2 (25 marks)

- 1 extended response question

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School code

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School name

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Given name/s

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Family name

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Book

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of

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books used

Attach your
barcode ID
label here

Section 1

Instructions

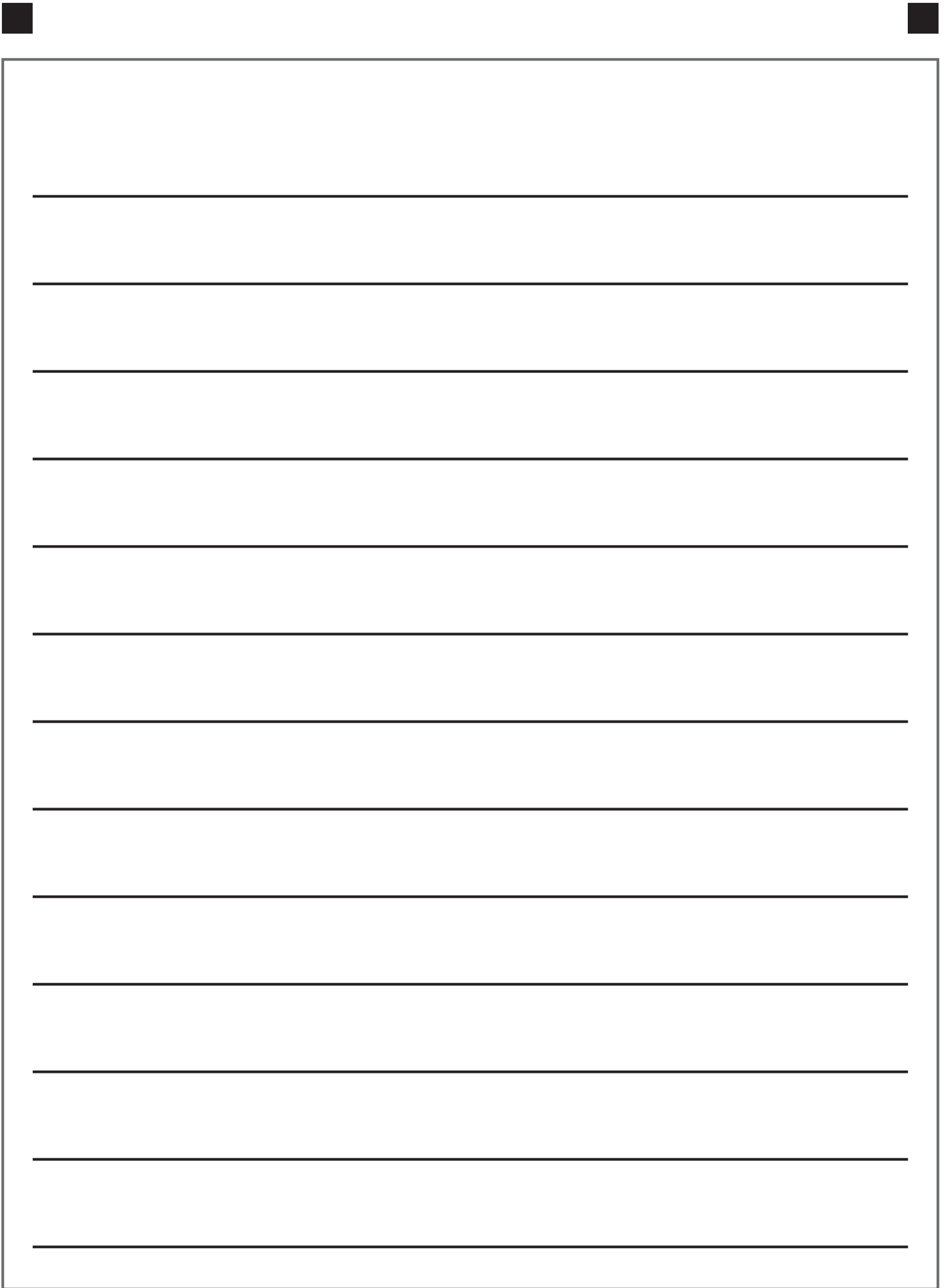
- If you need more space for a response, use the additional pages at the back of this book.
 - On the additional pages, write the question number you are responding to.
 - Cancel any incorrect response by ruling a single diagonal line through your work.
 - Write the page number of your alternative/additional response, i.e. See page ...
 - If you do not do this, your original response will be marked.
 - This section has three questions and is worth 10 marks.
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Question 1 (3 marks)

Identify and explain the final stage in Lewin's change management model. Use an example to explain one risk for a business if an element of this stage is not implemented.

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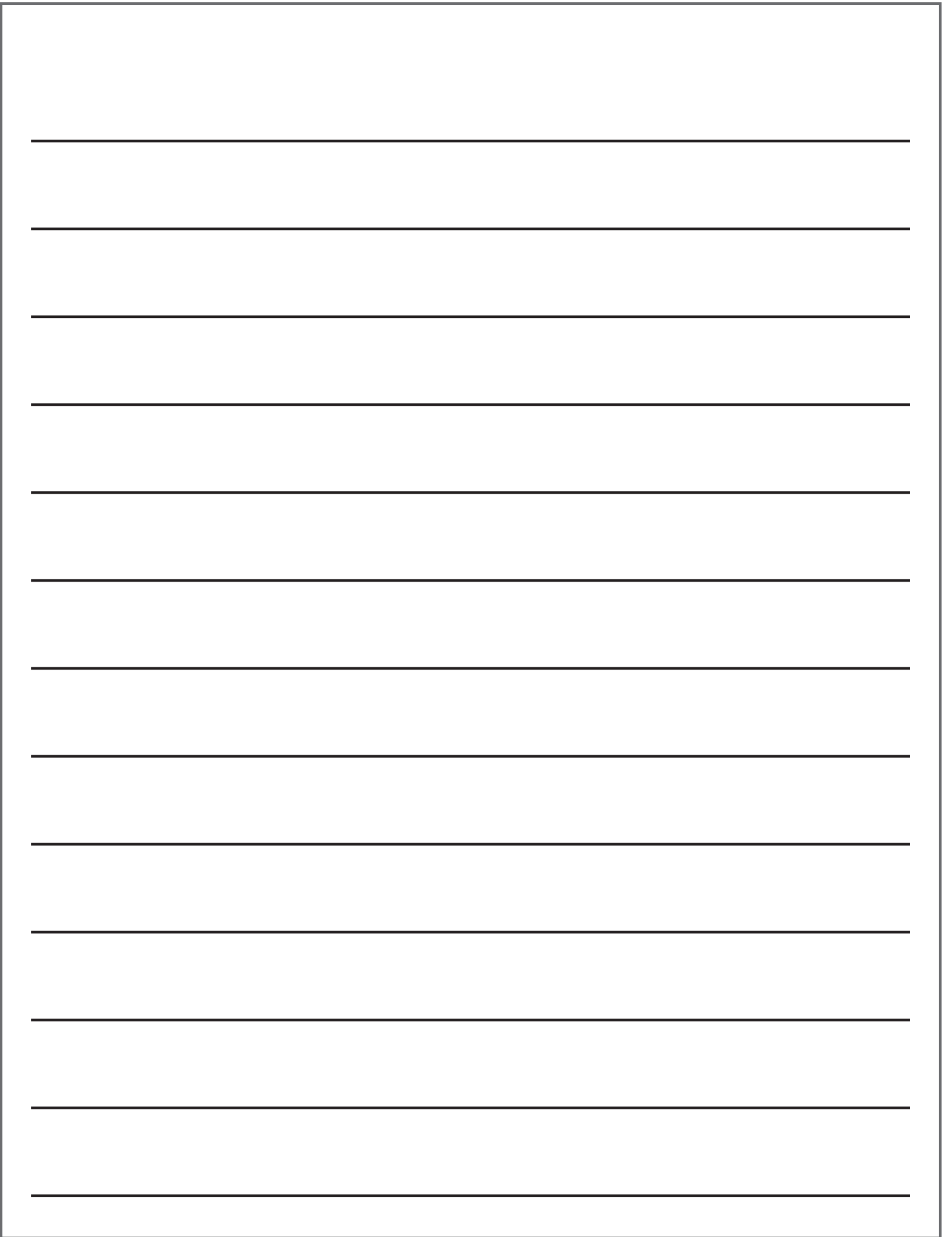
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Question 2 (4 marks)

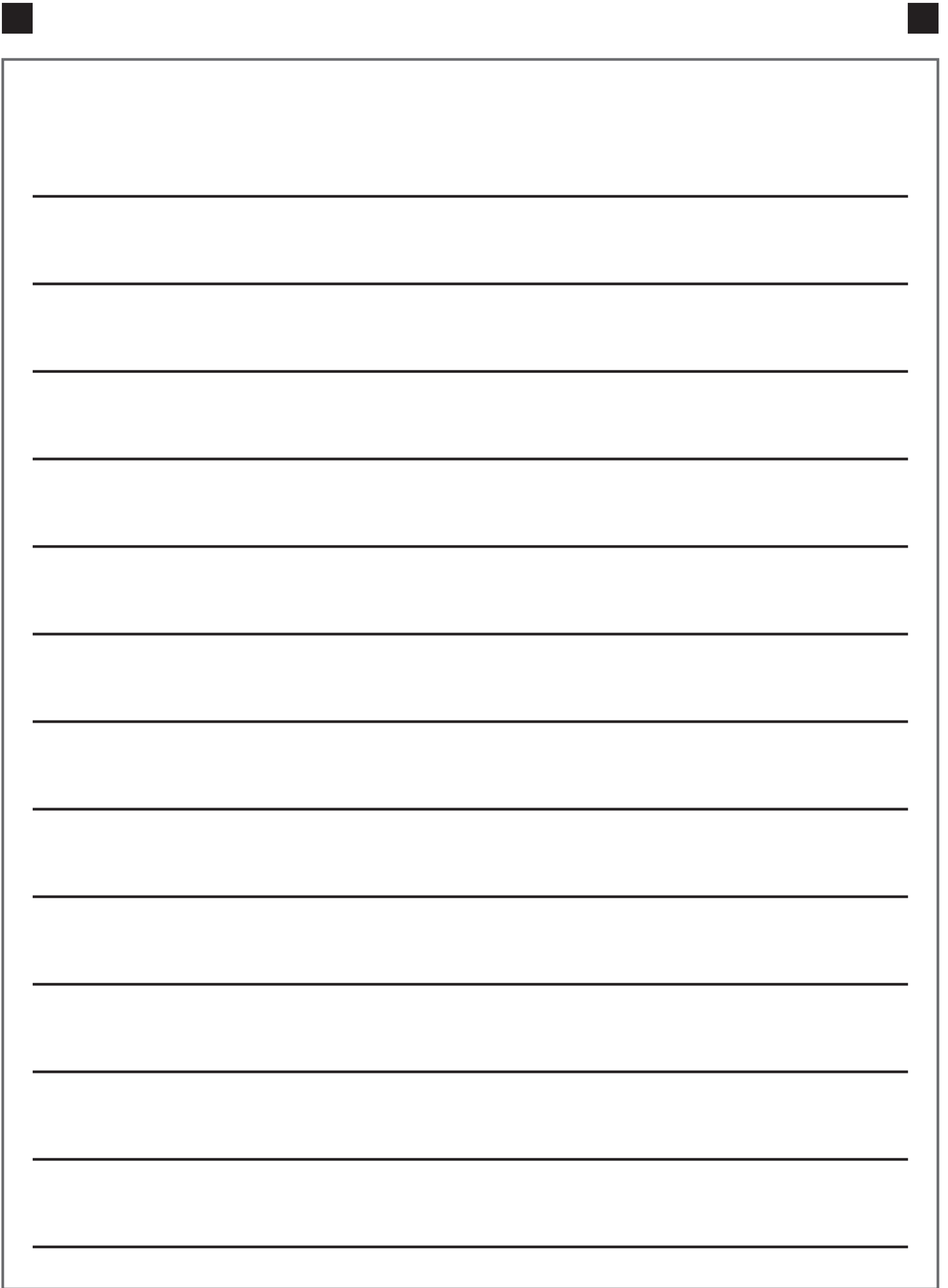
Identify and explain one management strategy that a business manager can use to overcome resistance to change. Use an example to explain how the identified strategy could overcome resistance to change when transforming a business.

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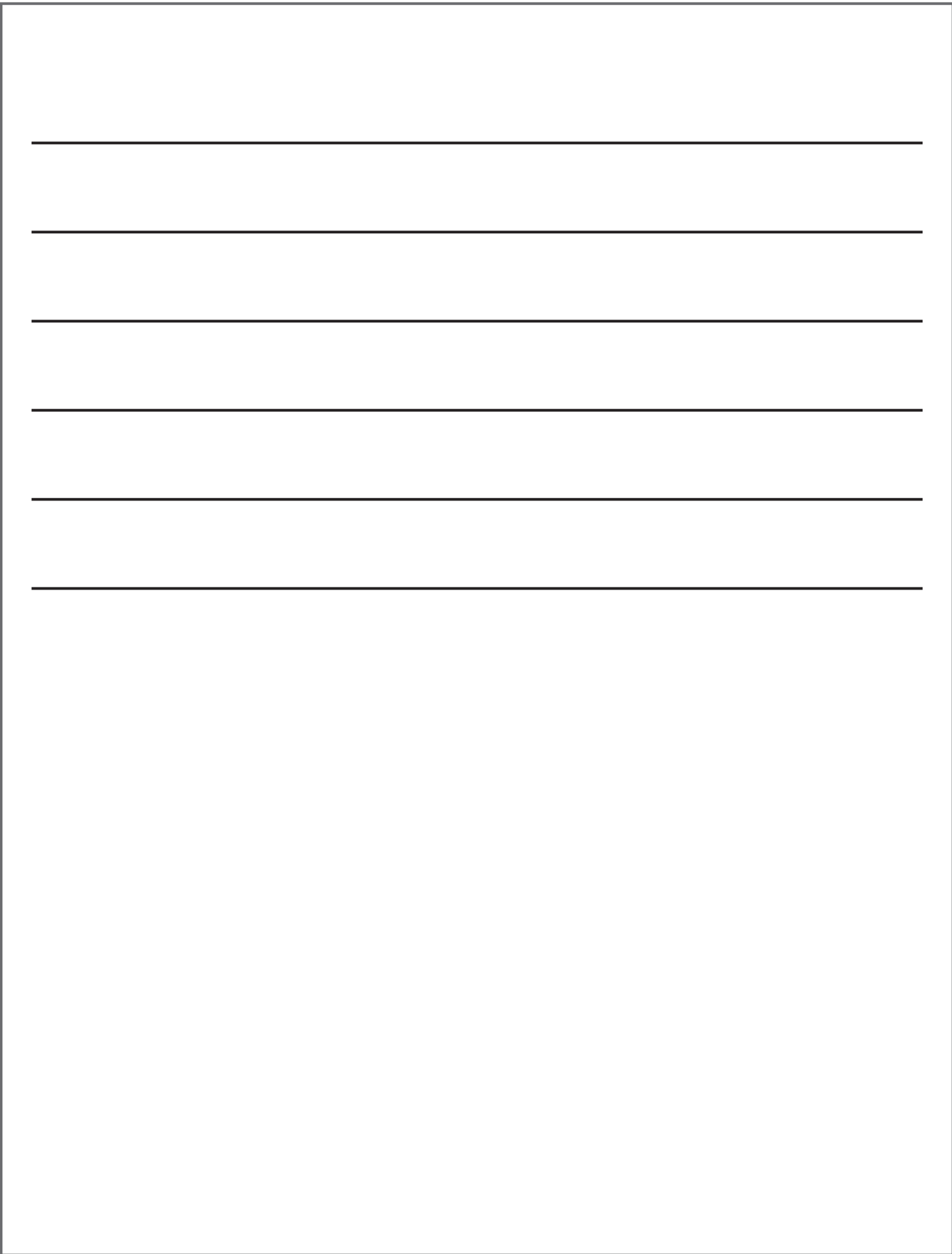
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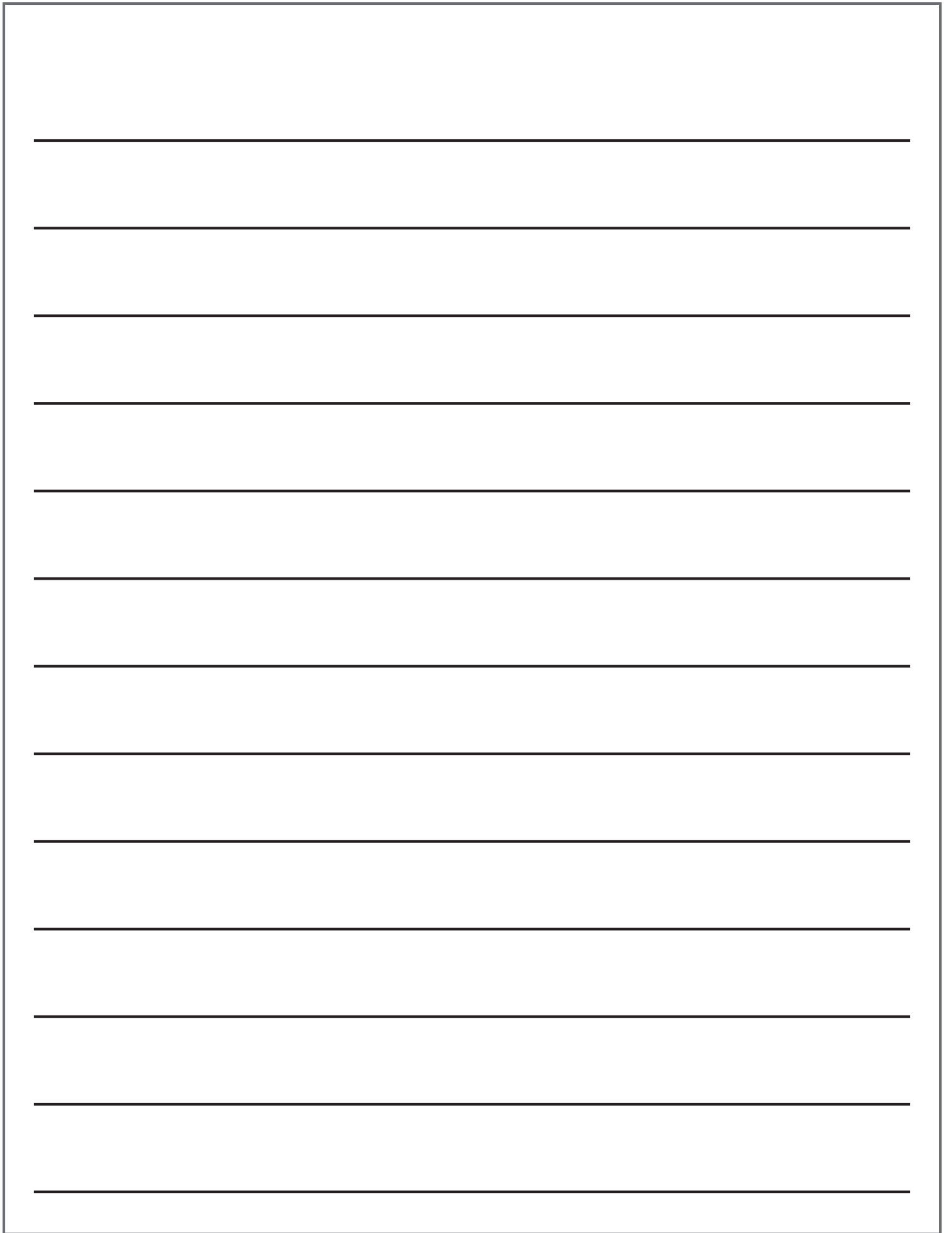
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Question 3 (3 marks)

Read Case study 1 (Stimulus 1–11) in the stimulus book. Describe how one internal operating factor could be influenced by the business transformation. Refer to one relevant stimulus from the case study in your response.

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This page will not be marked

Continue to the next page

Section 2

Instructions

- Respond in 400–600 words.
 - This section has one question and is worth 25 marks.
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Question 4 (25 marks)

Using Case study 1 (Stimulus 1–11), prepare a business report on the incorporation of The Oyster Farm Company into The Hotel Company to present to the general manager.

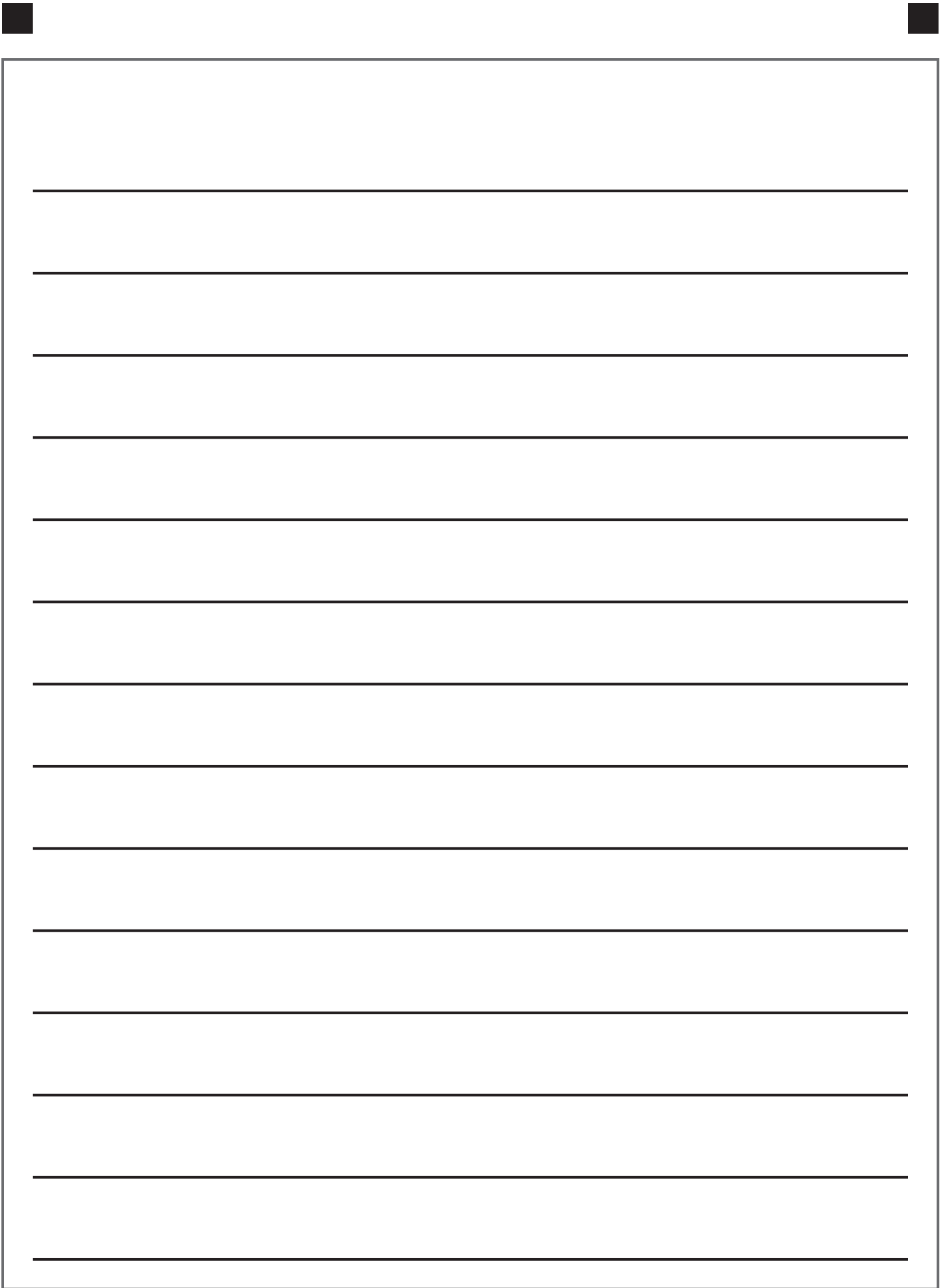
Include a SWOT analysis of the incorporation, identify two relationships, patterns or trends and interpret their effect on the business situation to draw conclusions about the implications for change.

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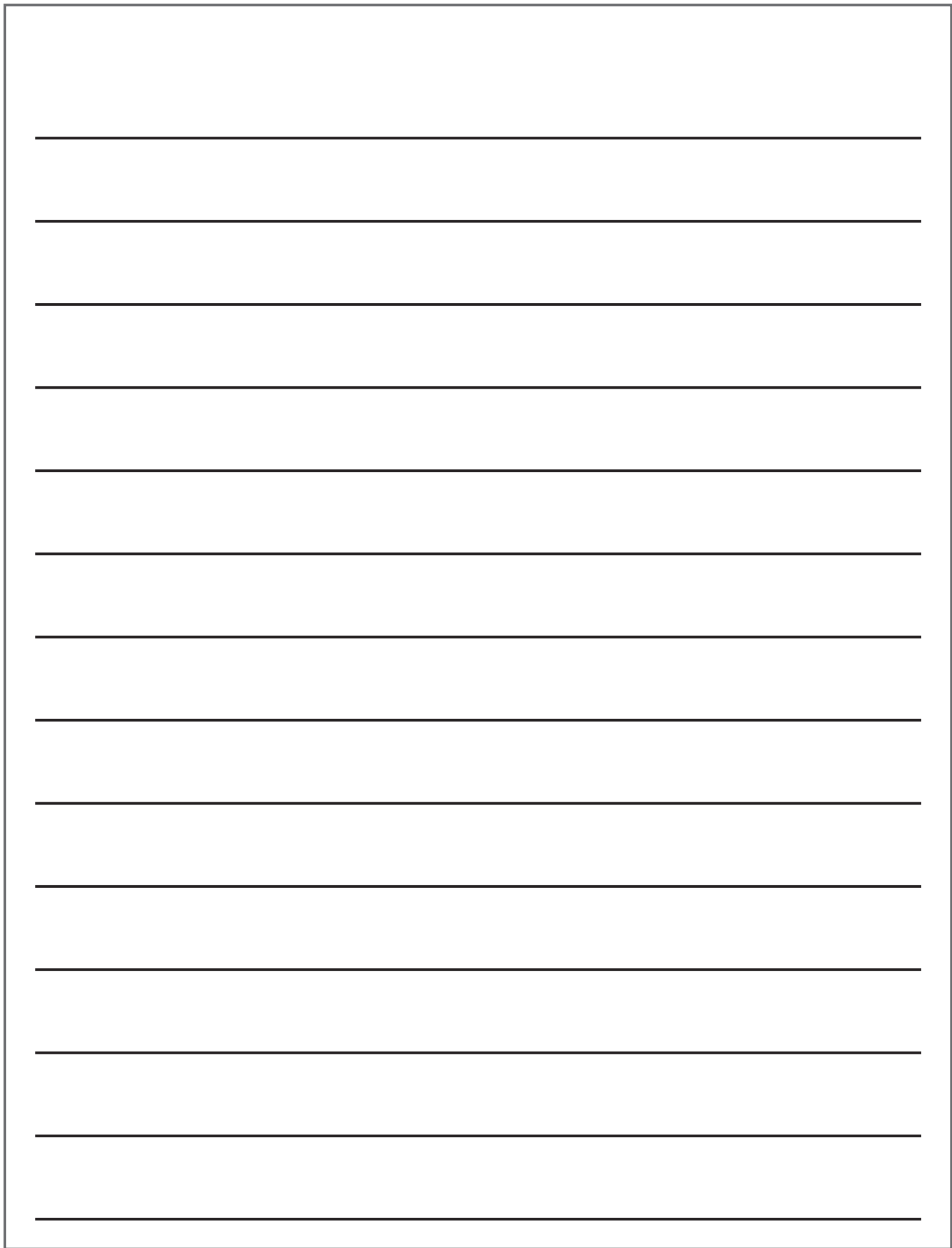
Use two business criteria to evaluate one operational strategy to propose a recommendation about the transformation.

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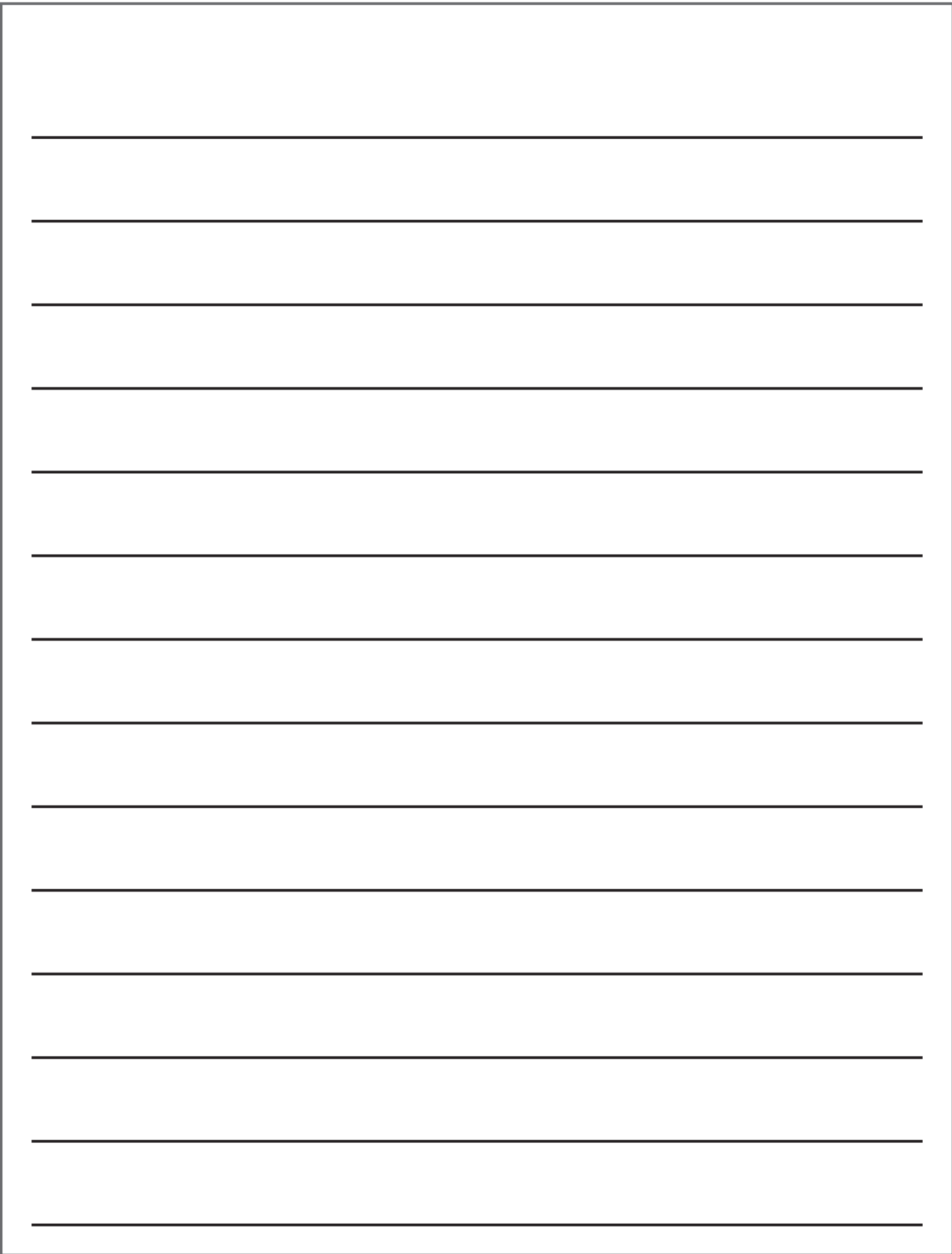
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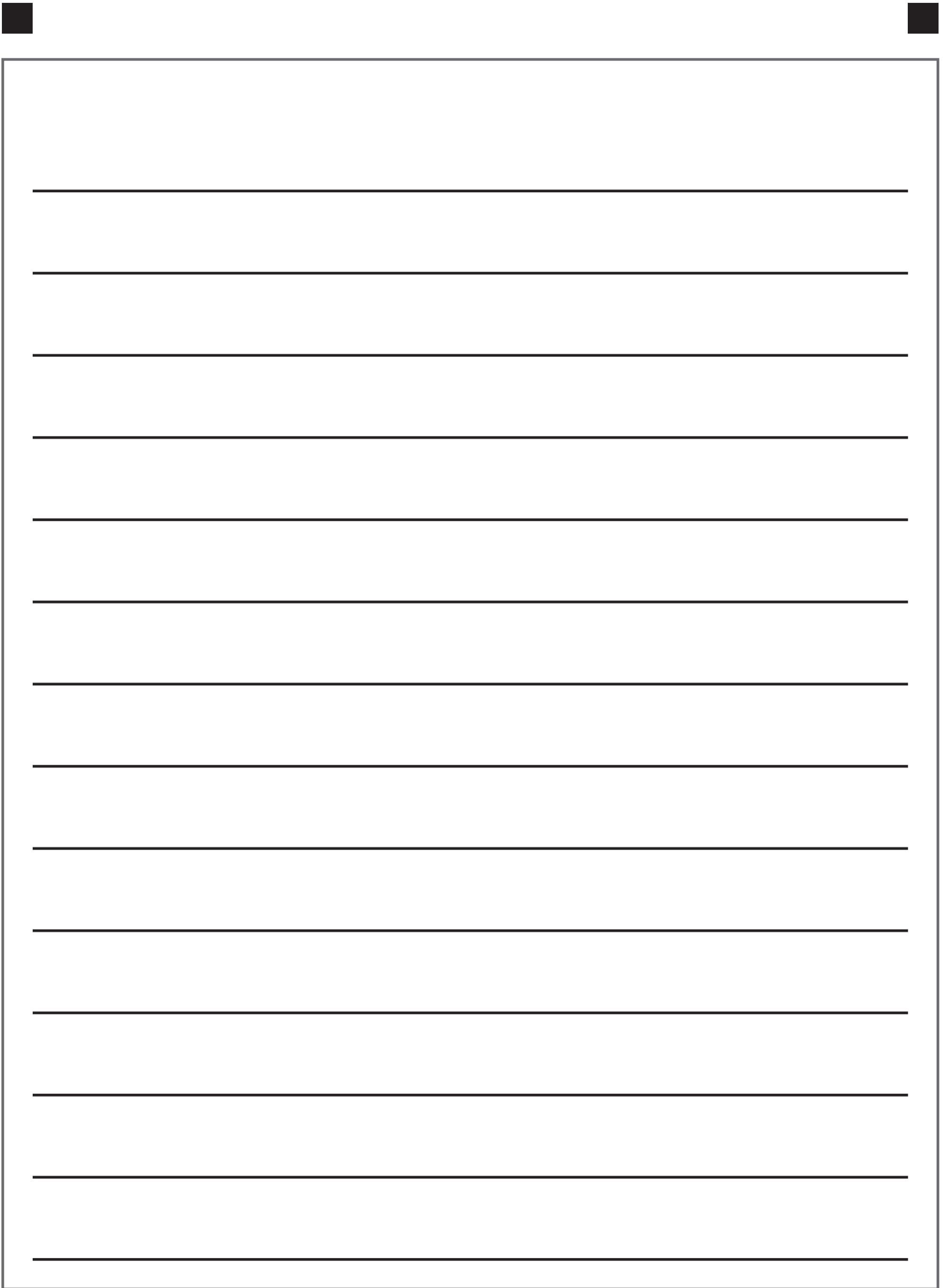
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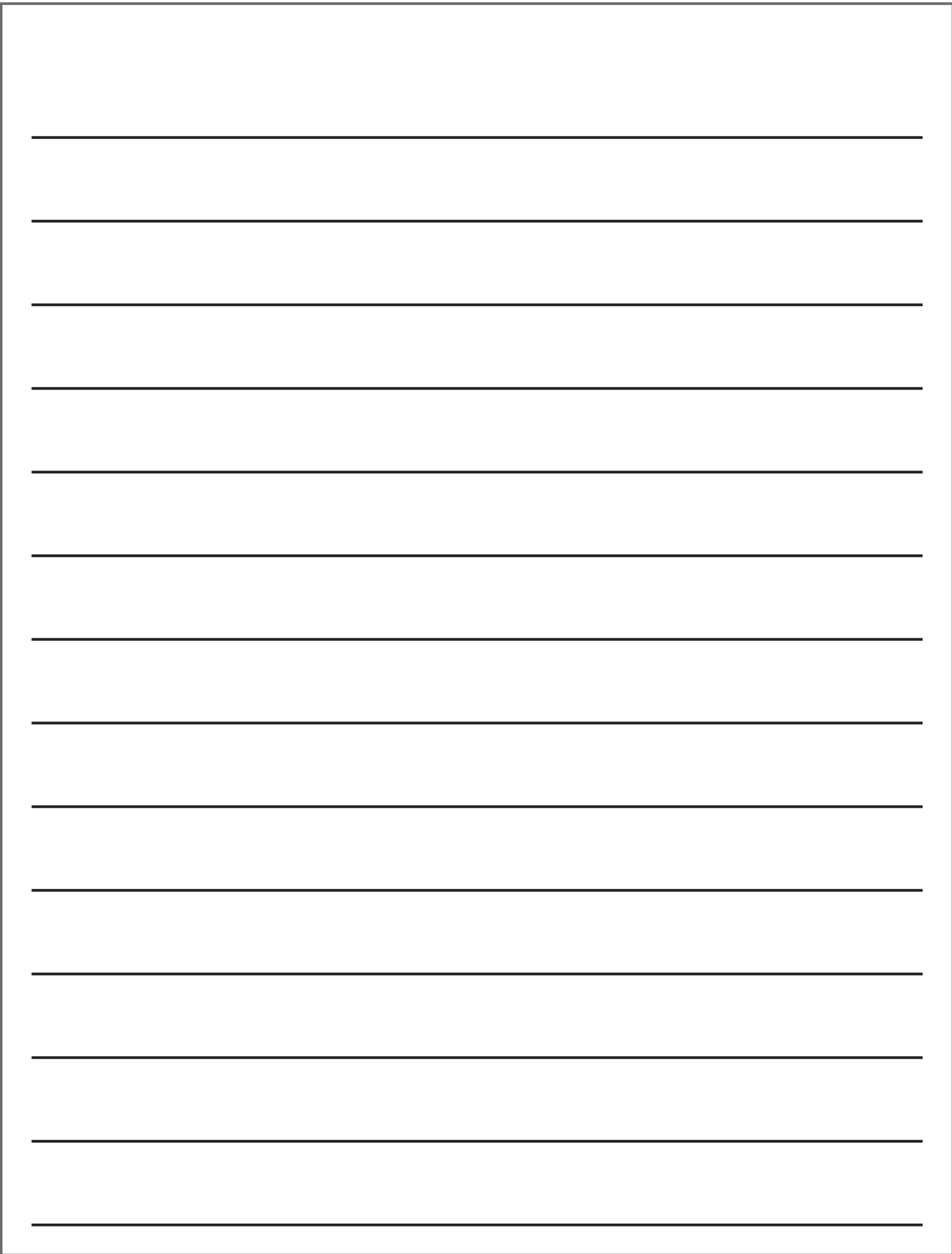
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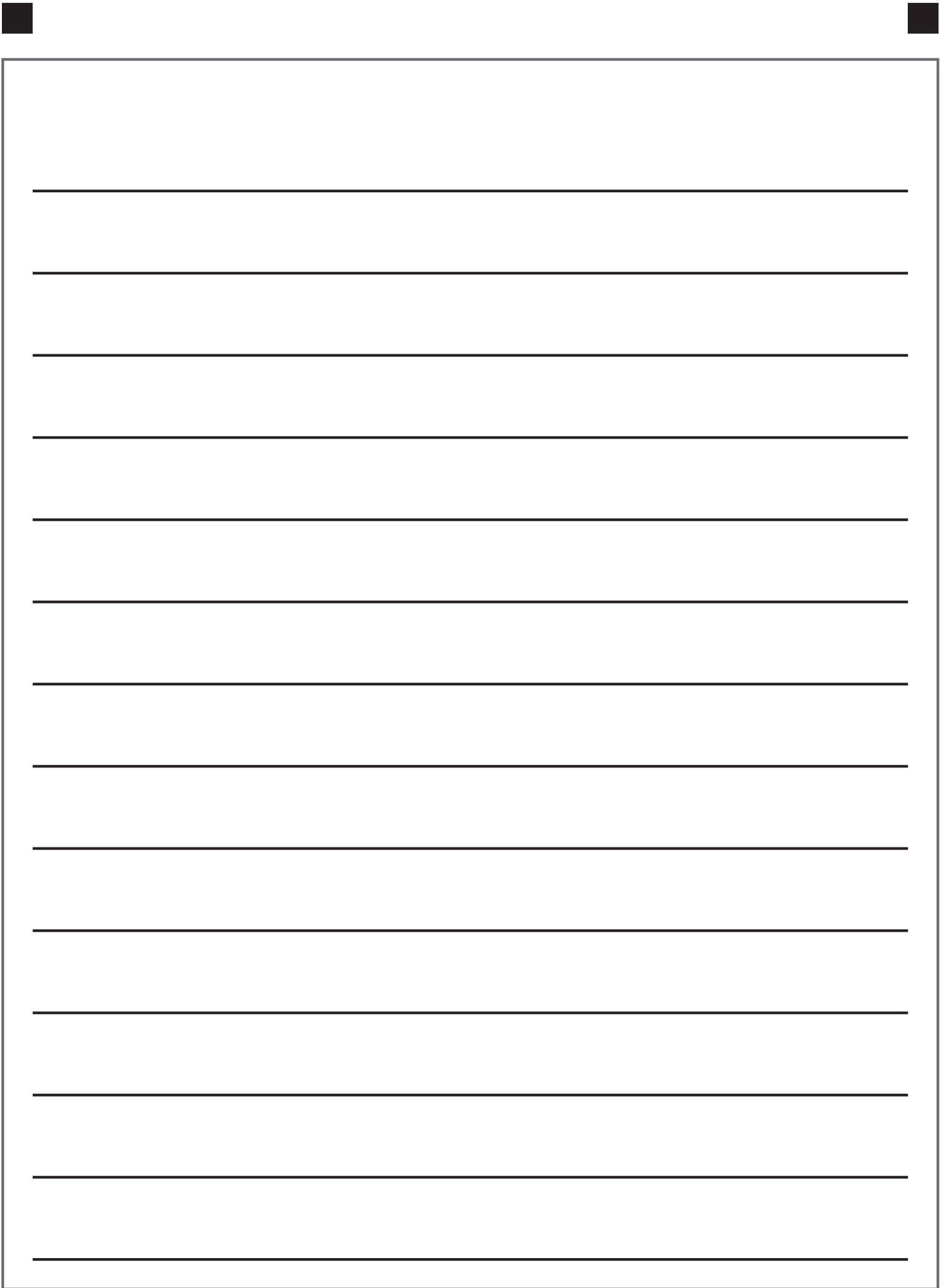


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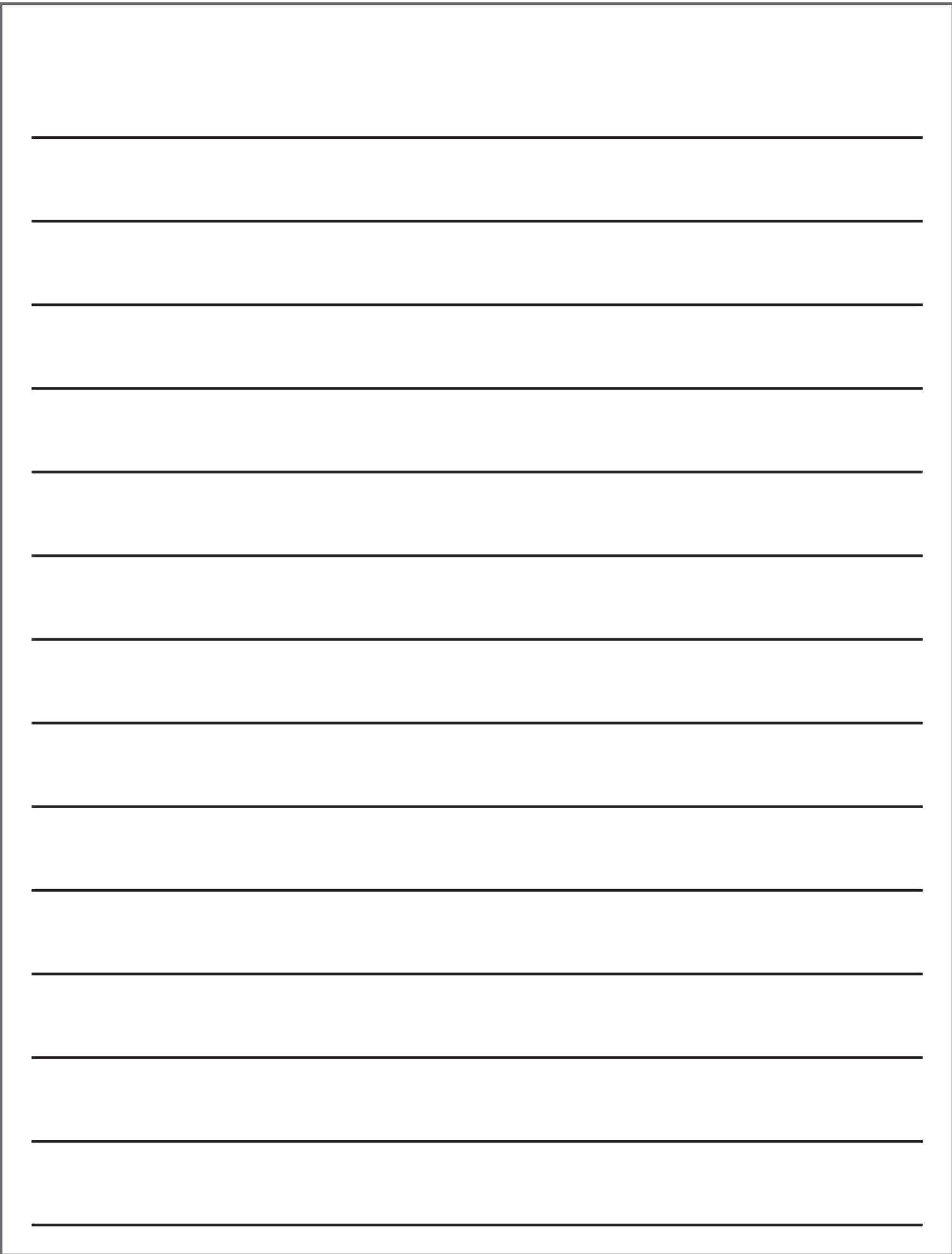


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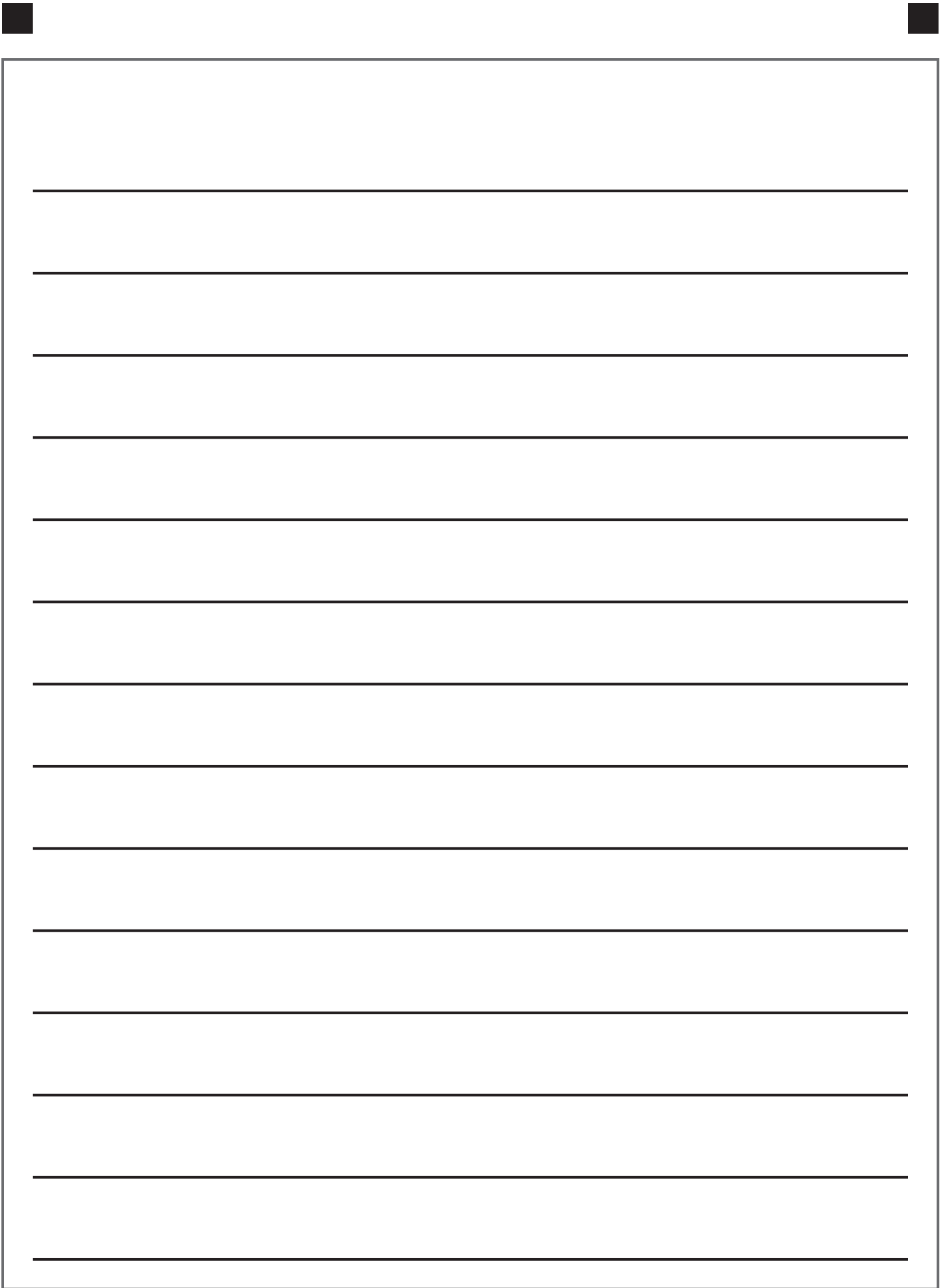


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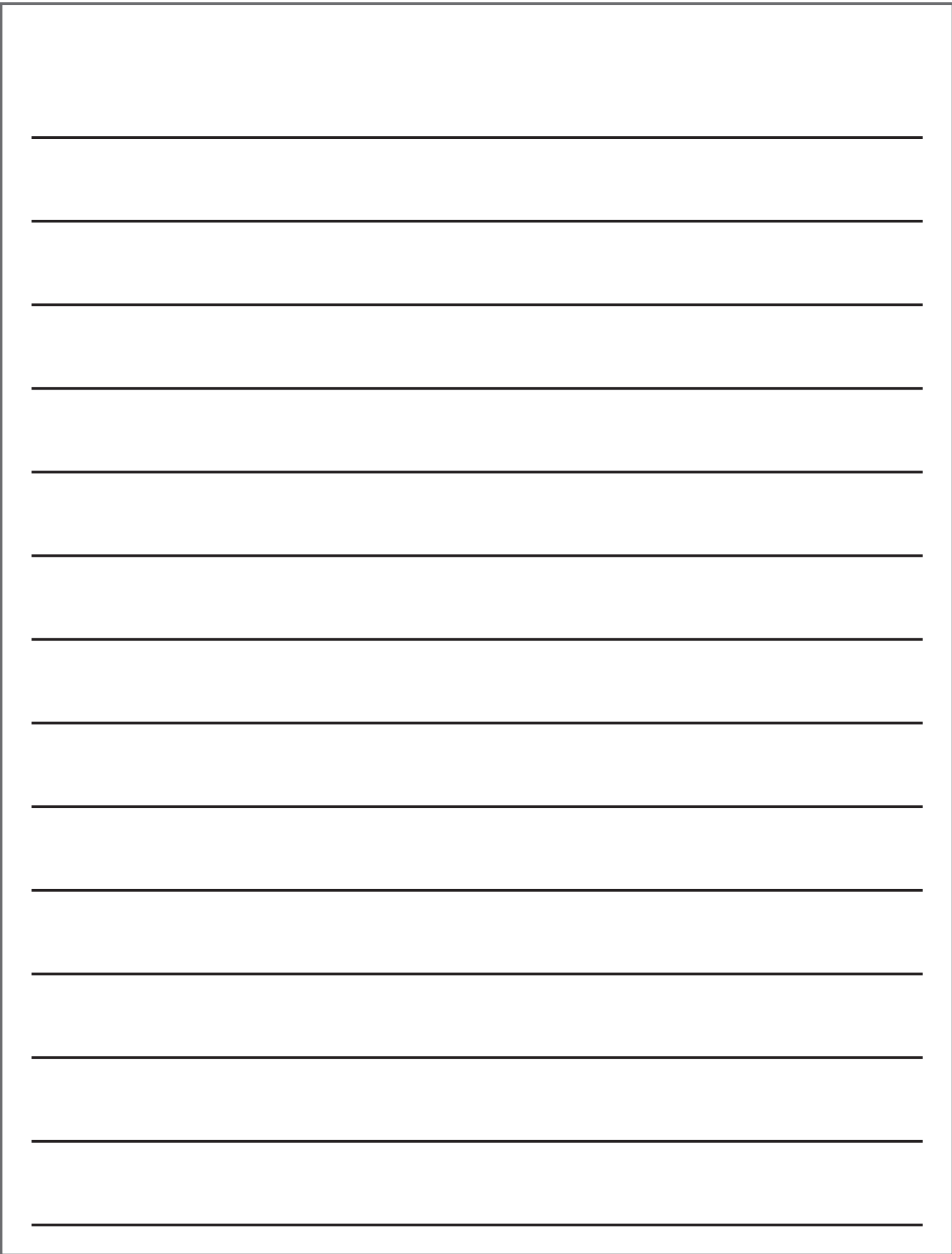


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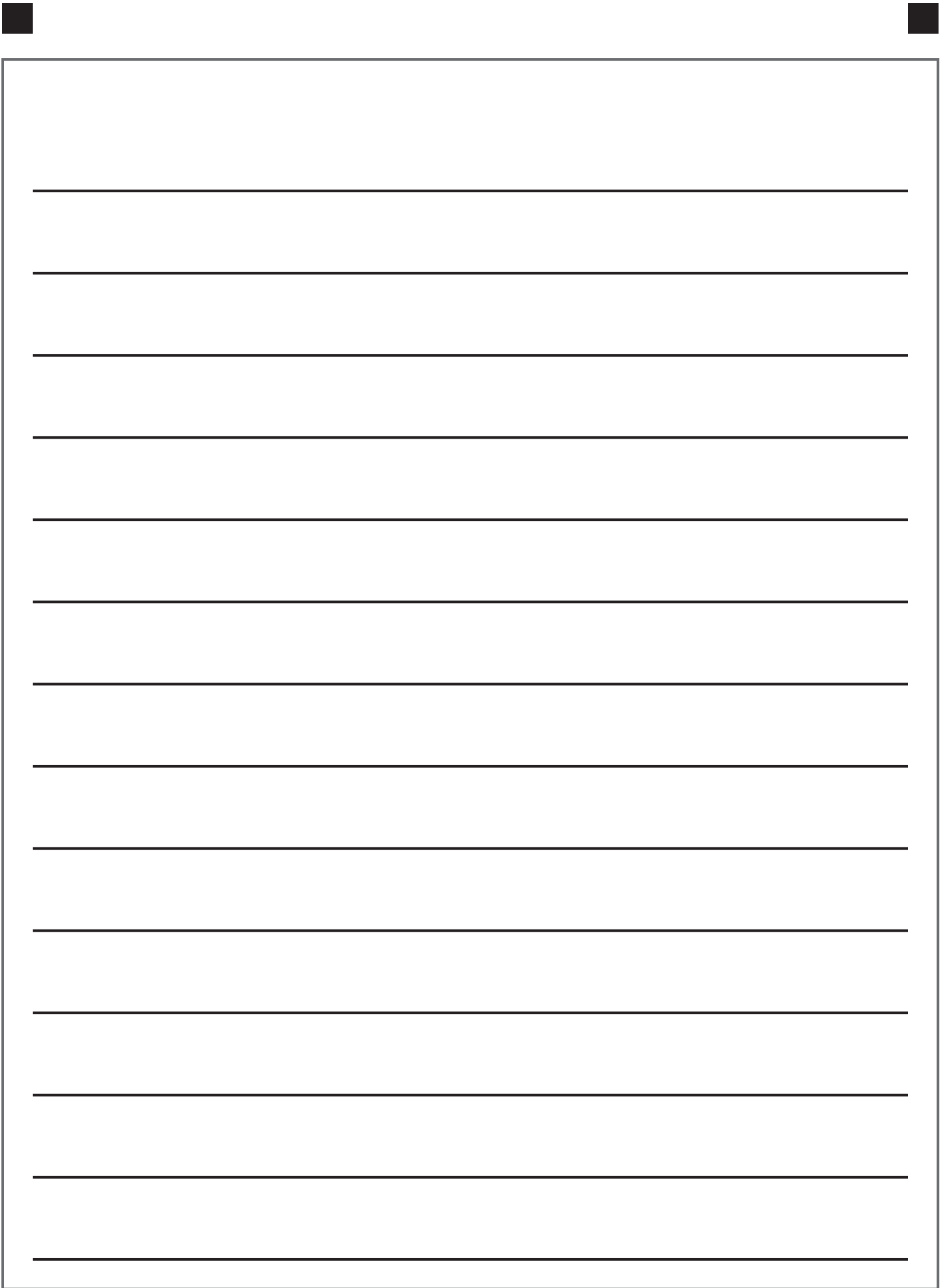


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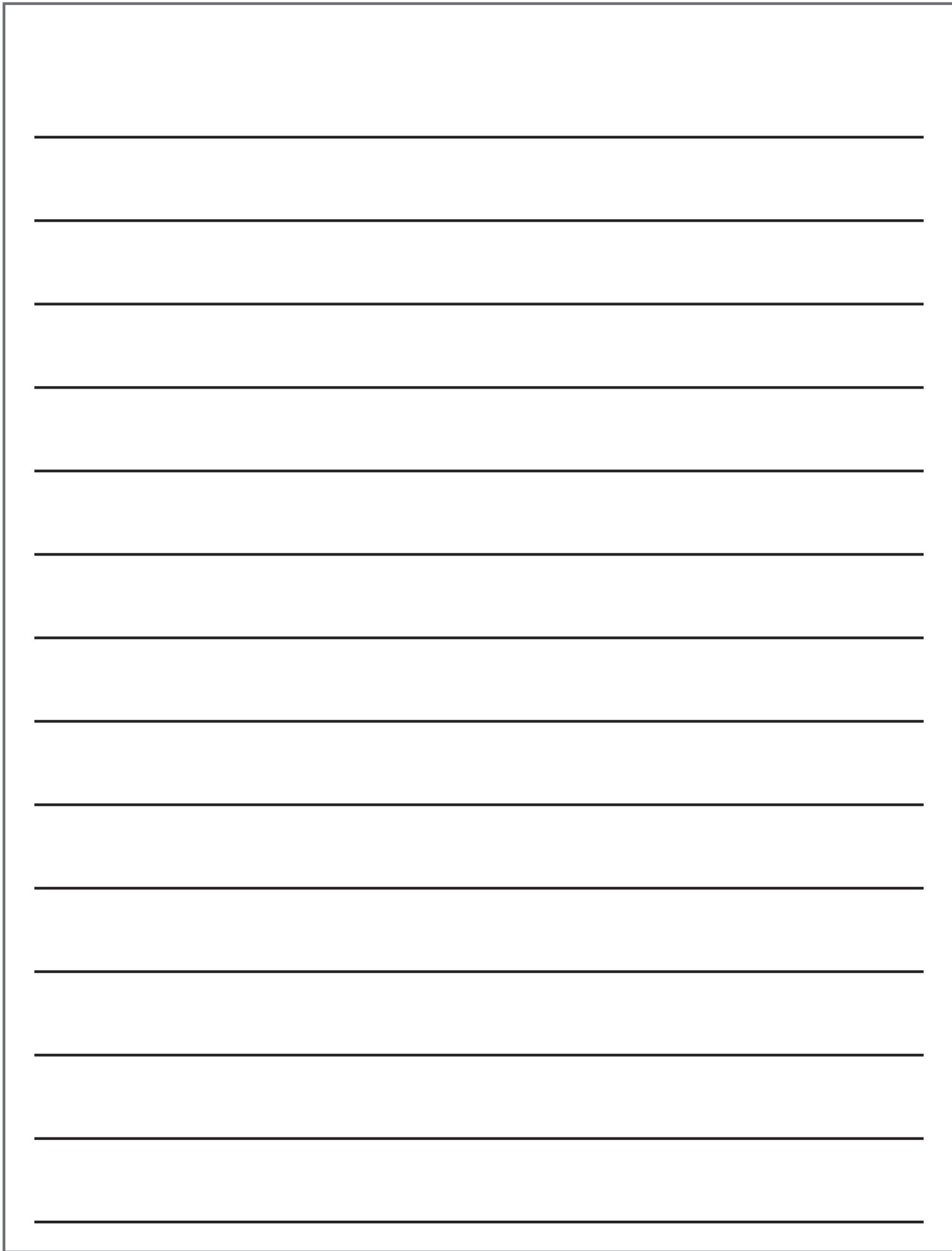


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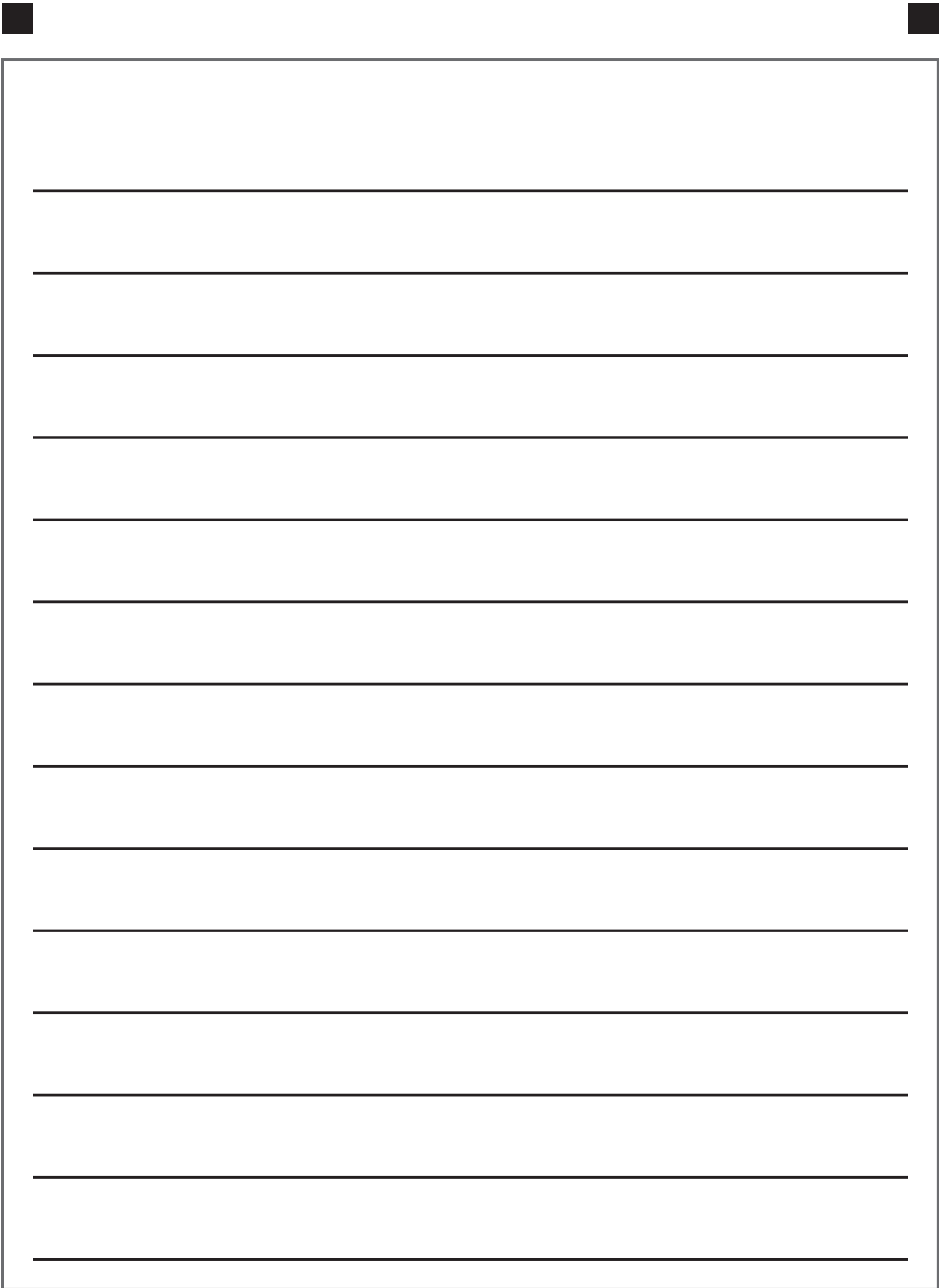
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Blank writing area with horizontal lines.

End of paper

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Additional page for student responses

Write the question number you are responding to.

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