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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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Attach your
barcode ID label here

Book

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of

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books used

External assessment 2025

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 (17 marks)

- 3 short response questions

Section 2 (24 marks)

- 1 extended response question





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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 17 marks.
-

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QUESTION 1 (2 marks)

Explain how competition can be a driver of change. Provide one example in your response.

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QUESTION 2 (6 marks)

Identify and explain steps 4, 5 and 6 from Kotter's 8-step change management model.

Step 4: _____

Explanation: _____

Step 5: _____

Explanation: _____

Step 6: _____

Explanation: _____

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QUESTION 3 (9 marks)

Read Case study 1 (Stimulus 1–11) in the stimulus book. Select data and information to analyse two forces for change in the business and two forces against change in the business. Provide one action that the business could take to implement change.

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Section 2

Instructions

- Respond in 400–600 words.
- This section has one question and is worth 24 marks.

QUESTION 4 (24 marks)

Using Case study 1 (Stimulus 1–11), prepare a business report for the owners of Music Co Pty Ltd to transform their business.

In your report, describe the business situation and conduct a SWOT analysis. Identify a relationship and a trend from the SWOT analysis, interpret their effects on the business situation and draw conclusions about the implications for the business transformation.

Using two business criteria, evaluate one change management strategy for transforming the business to make a decision and propose a recommendation.

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Information provided in this paper may have been developed or adjusted for exam purposes and should not be taken as factual. Any resemblance to businesses, persons (living or dead), or actual events is purely coincidental.



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