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Book

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books used

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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**THIS PAGE WILL NOT BE MARKED**

## 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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**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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## 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.

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

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**ADDITIONAL PAGE FOR STUDENT RESPONSES**

Write the question number you are responding to.

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**ADDITIONAL PAGE FOR STUDENT RESPONSES**

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