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	School code
School name	
Given name/s	Attach your
Family name	barcode ID label here
	Book of books used
External assessment 2024	
	Ouestion 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 (13 marks)

• 4 short response questions

Section 2 (25 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 four questions and is worth 13 marks.

QUESTION 1 (2 marks)

Explain the importance of both retraining and development when transforming a business.

QUESTION 2 (3 marks)

Identify and explain one reason businesses use Kotter's change management theory rather than Lewin's change management theory during transformation. Include an explanation of change management in your response.

QUESTION 3 (4 marks)

Read Case study 1 (Stimulus 1–11) in the stimulus book. Use the case study to identify and describe one internal environmental factor and one external operating environmental factor acting as drivers for change when transforming this business.

QUESTION 4 (4 marks)

Using Stimulus 9 in Case study 1, identify two key stakeholders that the business should manage closely during transformation and analyse their impact on the business during that time.

Section 2

Instructions

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

QUESTION 5 (25 marks)

Using Case study 1 (Stimulus 1–11), prepare a business report for the owners on the feasibility of the strategic plan.

Include a description of the business and perform a SWOT analysis of the business situation. Identify a trend and a relationship in the SWOT analysis, interpret their effects on the business situation and draw conclusions about the implications for the business transformation.

Use two business criteria to evaluate one financial management strategy and propose a recommendation about the transformation.

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