

Friday 13 January 2023 – Morning

Level 3 Cambridge Technical in Business

05837/05878 Unit 15: Change management

Time allowed: 1 hour 30 minutes

C425/2301

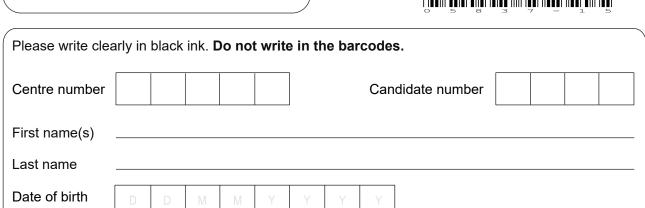
You must have:

• the Resource Booklet (Insert C428)

You can use:

· a calculator





INSTRUCTIONS

- · Use black ink.
- Write your answer to each question in the space provided. If you need extra space use the lined page(s) at the end of this booklet. The question numbers must be clearly shown.
- Use the resource booklet to answer **all** the questions.

INFORMATION

- The total mark for this paper is 60.
- The marks for each question are shown in brackets [].
- This document has 12 pages.

ADVICE

· Read each question carefully before you start your answer.

Use the information provided in the **Resource Booklet** to answer **all** the questions.

1 Re ⁻	fer to	Reso	urce 1
--------------------------	--------	------	--------

(a)	a) Explain two changes in the market that have driven change at Beetz Sweetz plc.	
	1	
	2	
	[4]	

(b) The directors have decided that all of Beetz Sweetz plc's packet sweets should be modified so that they are suitable for vegetarians. This decision has implications for stakeholders including supermarkets, which are one of Beetz Sweetz plc's major customers.

Evaluate which of the following stakeholder groups will be affected the most by this decision:

•	customers
•	employees.
	[16]
••••	
••••	
••••	
••••	
••••	

© OCR 2023 Turn over

(c)	Outline one barrier to change at Beetz Sweetz plc.
	[2]
(d)	Amaya has confirmed that Beetz Sweetz plc will start to produce packet sweets that are suitable for vegetarians within the next few months.
	Analyse four activities that Beetz Sweetz plc should include in a plan of action to manage this change.
	Which one of the four activities is the most important? Justify your answer. [16]

2 Refer to Resource 2.

(a)	Using the information in Resource 2 , analyse the unresolved issues that need to be addressed so that Beetz Sweetz plc's change management process remains on track			
	Which one of these issues is the most important? Justify your answer.			
		[16]		

© OCR 2023 Turn over

(b) Beetz Sweetz plc continues to make children's lollipops that are not suitable for vegetarians.

Amaya wants to make another change so that all of Beetz Sweetz plc's products are suitable for vegetarians. To support this change, Amaya is considering using Kotter's 8 step process for leading change.

For each of Kotter's steps shown below, describe **one** appropriate action that Beetz Sweetz plc could take to support the success of this change.

•	Create urgency
••••	
•	Form a powerful coalition
••••	
•	Remove obstacles
	[6]

END OF QUESTION PAPER

ADDITIONAL ANSWER SPACE

If additional answer space is required, you should use the following lined page(s). The question numbers must be clearly shown in the margins - for example, 1(a) or 2(b).



Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, OCR (Oxford Cambridge and RSA Examinations), The Triangle Building, Shaftesbury Road, Cambridge CB2 8EA.

OCR is part of Cambridge University Press & Assessment, which is itself a department of the University of Cambridge.