Please show work/explain answer. Not sure how to approach this question. Help please.

12) Find the average rate of change of the function: f(x) = (x + 1)2  between x = a and x = a + h

Cannot figure out how to factor this equation to find zeros. Please help.

23) Show that x = 3 is a zero for x3 – x2 – 11x + 15, and find all the other zeros