Cambridge Assessment International Education

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CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

BUSINESS STUDIES **0450/23**

Paper 2 Case Study **May/June 2023**

1 hour 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- Answer **all** questions.
- Use a black or dark blue pen. You may use an HB pencil for any diagrams or graphs.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do **not** use an erasable pen or correction fluid.
- Do **not** write on any bar codes.
- You may use a calculator.

INFORMATION

- The total mark for this paper is 80.
- The number of marks for each question or part question is shown in brackets [ ].
- The insert contains the case study.

This document has **12** pages. Any blank pages are indicated.

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[Turn over

1 **(a)** Explain **four** reasons why a business might become a multinational company.

View solution

Reason 1: .....

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Reason 2: .....

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Reason 3: .....

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Reason 4: .....

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..... [8]

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(b) Consider the advantages and disadvantages of the following **three** methods of promotion RR could use in the new markets. Which would be the most suitable method for RR to use? Justify your answer.

View solution

- Television
- Billboards
- Sponsorship of a sports team

Television: .....

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Billboards: .....

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Sponsorship of a sports team: .....

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Recommendation: .....

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2 **(a)** Explain **two** problems RR might experience as it expands.

View solution

Problem 1: .....

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Explanation: .....

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Problem 2: .....

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Explanation: .....

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(b) Consider **three** methods RR could use to communicate the expansion plans to its employees. Which method should RR choose? Justify your answer.

View solution

Method 1: .....

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Method 2: .....

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Method 3: .....

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Recommendation: .....

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3 **(a)** Explain **one** responsibility of each of the following in RR:

View solution

Directors: .....

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Managers: .....

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Supervisors: .....

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Production employees: .....

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(b) Consider the advantages and disadvantages of the following **two** methods RR could use to increase the productivity of its employees. Which method should RR choose? Justify your answer.

View solution

- Introducing new technology
- Increasing training

Introducing new technology: .....

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Increasing training: .....

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Recommendation: .....

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4 **(a)** Explain **one** opportunity and **one** threat to RR of using ecommerce.

View solution

Opportunity: .....

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Explanation: .....

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Threat: .....

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Explanation: .....

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(b) Using Appendix 3 and other information, consider whether RR's Managing Director should be concerned about the financial performance of the business. Justify your answer using suitable calculations.

View solution

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Conclusion: .....

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