Cambridge Assessment International Education

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CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

BUSINESS STUDIES **0450/23**

Paper 2 Case Study **May/June 2025**

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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1 **(a)** Explain **two** advantages and **two** disadvantages to Jemi of buying a franchise.

Advantage 1: .....

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Advantage 2: .....

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Disadvantage 1: .....

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Disadvantage 2: .....

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[8]

View solution

(b) Using Appendix 1 and other information, consider the following **two** applicants for the position of chef at Jemi's new restaurant. Which applicant should Jemi employ? Justify your answer.

View solution

- Tianna
- Vea

Tianna: .....

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Vea: .....

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Recommendation: .....

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[12]

2 **(a)** Explain **two** benefits of market segmentation for VV.

Benefit 1: .....

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Explanation: .....

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Benefit 2: .....

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Explanation: .....

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[8]

View solution

(b) Using Appendix 2 and other information, consider the following **three** possible locations for Jemi's new restaurant. Which location should Jemi choose? Justify your answer.

View solution

- Location A
- Location B
- Location C

Location A: .....

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Location B: .....

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Location C: .....

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Recommendation: .....

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[12]

3 **(a)** Explain **four** sources of external finance a business could use.

Source 1: .....

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Source 2: .....

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Source 3: .....

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Source 4: .....

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[8]

View solution

(b) Consider why the profitability and liquidity ratios for her restaurant will be important to Jemi. Which is likely to be the most important for the success of Jemi's restaurant? Justify your answer.

Profitability ratios: .....

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Liquidity ratios: .....

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Conclusion: .....

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[12]

View solution

4 **(a)** Explain **two** ways the information in the government report outlined in Appendix 3 might affect Jemi's restaurant.

Way 1: .....

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Explanation: .....

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Way 2: .....

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Explanation: .....

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[8]

View solution

(b) Consider the following **two** methods of motivation that Jemi could use. Which method should Jemi choose to use? Justify your answer.

View solution

- Job enrichment
- Discount on meals in Jemi's restaurant

Job enrichment: .....

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Discount on meals in Jemi's restaurant: .....

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Recommendation: .....

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[12]

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