Cambridge IGCSE

Cambridge Assessment International Education
Cambridge International General Certificate of Secondary Education

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

BUSINESS STUDIES **0450/21**

Paper 2 **October/November 2019**

1 hour 30 minutes

Candidates answer on the Question Paper.

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

Write your centre number, candidate number and name in the spaces at the top of this page.
Write in dark blue or black pen.
You may use an HB pencil for any diagrams, graphs or rough working.
Do not use staples, paper clips, glue or correction fluid.
DO **NOT** WRITE IN ANY BARCODES.

Answer **all** questions.
The Insert contains the case study.
The businesses described in this question paper are entirely fictitious.

At the end of the examination, fasten all your work securely together.
The number of marks is given in brackets [ ] at the end of each question or part question.
The total number of marks for this paper is 80.

This syllabus is regulated for use in England, Wales and Northern Ireland as a Cambridge International Level 1/Level 2 Certificate.

This document consists of **9** printed pages and **3** blank pages.

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[Turn over

1 **(a)** Identify and explain **one** benefit and **one** cost to MF of developing the new product.

View solution

Benefit: .....

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Explanation: .....

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Cost: .....

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Explanation: .....

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(b) Consider how the following **three** elements of the marketing mix could help to make the new product successful. Which do you think is the most important element for the success of the new product? Justify your answer.

View solution

Price: .....

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Place: .....

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Promotion: .....

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Conclusion: .....

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..... [12]

2 **(a)** Identify and explain how the following **two** stakeholder groups of MF will be affected by the production of this new product.

View solution

Employees: .....

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Explanation: .....

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Customers: .....

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Explanation: .....

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(b) Consider how each of the following might use MF's financial statements as shown in Appendix 1. Which user would find the information most helpful? Justify your answer.

View solution

Government: .....

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Bank: .....

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Shareholders: .....

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Conclusion: .....

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3 **(a)** Identify and explain how the following **four** departments of MF are likely to be affected by the development of its new product.

View solution

Marketing: .....

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Human Resources (HR): .....

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Operations: .....

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Finance: .....

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(b) Using the information provided in Appendix 3, consider the following **two** options for MF's new product. Recommend which option MF should choose to ensure the highest profit for the new product. Justify your answer.

View solution

Option 1 - raise the price per carton from $5 to $7.50: .....

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Option 2 - reduce the variable cost per carton from $2.50 to $2.00: .....

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Recommendation: .....

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4 **(a)** Identify and explain **two** differences between:

View solution

(i) MF and unincorporated businesses:

Difference 1: .....

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Difference 2: .....

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View solution

(ii) MF and public sector organisations:

Difference 1: .....

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Difference 2: .....

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(b) Consider the possible external costs and external benefits resulting from MF's new product. Recommend whether the Government should encourage MF to produce this new product. Justify your answer.

View solution

External costs: .....

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External benefits: .....

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Recommendation: .....

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