Cambridge Assessment International Education

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CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

BUSINESS STUDIES **0450/22**

Paper 2 Case Study **October/November 2024**

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 **two** advantages and **two** disadvantages of BB being a public limited company.

View solution

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]

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(b) Consider the advantages and disadvantages of the following **three** methods BB could use to motivate its production workers. Which method should BB use? Justify your answer.

View solution

- Piece rate
- Teamworking
- Job rotation

Piece rate: .....

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Teamworking: .....

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Job rotation: .....

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Recommendation: .....

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2 **(a)** Explain **two** effects of BB having a short chain of command.

View solution

Effect 1: .....

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Explanation: .....

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Effect 2: .....

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Explanation: .....

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(b) Consider the following **three** extension strategies BB could use for its best-selling product. Which strategy should BB use? Justify your answer.

View solution

- Adding new features
- Start selling in toy shops
- Television advertising campaign

Adding new features: .....

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Start selling in toy shops: .....

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Television advertising campaign: .....

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Recommendation: .....

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..... [12]

3 **(a)** Explain **one** way each of the following stakeholder groups might be affected by a business becoming a multinational company.

View solution

Effect on shareholders: .....

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Effect on employees: .....

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Effect on suppliers: .....

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Effect on the government: .....

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(b) Using Appendix 2 and other information, consider the **two** countries BB could choose to locate its first new factory. Which country should BB choose? Justify your answer.

View solution

Country A: .....

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Country B: .....

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Recommendation: .....

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4 **(a)** Explain **two** reasons why BB might want to sell its products in new markets in other countries.

View solution

Reason 1: .....

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Explanation: .....

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Reason 2: .....

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Explanation: .....

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(b) Using Appendix 3 and other information, consider BB's financial performance compared to its main competitor. Do you think BB's financial performance is better than its competitor? Justify your answer using appropriate calculations.

View solution

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Conclusion: .....

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