



# Cambridge IGCSE™

CANDIDATE  
NAME

CENTRE  
NUMBER

--	--	--	--	--	--

CANDIDATE  
NUMBER

--	--	--	--	--

## BUSINESS STUDIES

0450/23

Paper 2 Case Study

May/June 2022

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.

\*0478386260\*

1 (a) Explain **two** leadership styles that the Managing Director of BB may use.

Leadership style 1: .....

.....

Explanation: .....

.....

.....

.....

.....

.....

Leadership style 2: .....

.....

Explanation: .....

.....

.....

.....

.....

.....

[8]

(b) Explain the advantages and disadvantages to BB of using the following **three** methods to motivate the shop employees. Recommend which method BB should use. Justify your answer.

- Introduce job rotation.
- Provide opportunities for promotion.
- Increase wages.

Introduce job rotation: .....

.....  
.....  
.....  
.....  
.....  
.....

Provide opportunities for promotion: .....

.....  
.....  
.....  
.....  
.....  
.....

Increase wages: .....

.....  
.....  
.....  
.....  
.....  
.....

Recommendation: .....

.....  
.....  
.....  
.....  
.....  
.....

[12]

2 (a) Explain **four** business objectives that BB might have.

Objective 1: .....

.....  
.....  
.....

Objective 2: .....

.....  
.....  
.....

Objective 3: .....

.....  
.....  
.....

Objective 4: .....

.....  
.....  
.....

[8]



3 (a) Explain **four** ways to measure the size of a business.

Way 1: .....

.....  
.....  
.....

Way 2: .....

.....  
.....  
.....

Way 3: .....

.....  
.....  
.....

Way 4: .....

.....  
.....  
.....

[8]

(b) Using Appendix 3 and other information, consider the **two** options for growth. Which option should BB choose? Justify your answer using suitable calculations.

- Open a new shop.
- Take over a competitor's shop.

Open a new shop: .....

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

Take over a competitor's shop: .....

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

Recommendation: .....

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

[12]

4 (a) Explain **two** possible reasons why BB might have cash-flow problems.

Reason 1: .....

.....

Explanation: .....

.....

.....

.....

.....

.....

Reason 2: .....

.....

Explanation: .....

.....

.....

.....

.....

.....

[8]



(b) Consider how the following **two** changes could affect BB’s marketing. Which change is likely to have the most effect on BB’s marketing? Justify your answer.

- Customers are becoming more health conscious.
- More people are working from home instead of in offices.

Customers are becoming more health conscious: .....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

More people are working from home instead of in offices: .....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Conclusion: .....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

[12]

**BLANK PAGE**

**BLANK PAGE**

**BLANK PAGE**

---

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at [www.cambridgeinternational.org](http://www.cambridgeinternational.org) after the live examination series.

Cambridge Assessment International Education is part of Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.