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BUSINESS STUDIES

0450/22

Paper 2 Case Study

October/November 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.



1 (a) Explain **two** reasons why the owners of CC might want to expand the business.

Reason 1:

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Explanation:

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Reason 2:

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Explanation:

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[8]

(b) Consider the opportunities and threats of globalisation for CC. Which is likely to have the greatest effect on CC? Justify your answer.

Opportunities:

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Threats:

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Conclusion:

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[12]

2 (a) Explain **four** roles of packaging for CC's products.

Role 1:

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Role 2:

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Role 3:

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Role 4:

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[8]

(b) Using Appendix 1 and other information, consider the advantages and disadvantages of the **two** CC brands. Which brand should CC stop producing? Justify your answer.

Option 1:

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Option 2:

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Recommendation:

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[12]

3 (a) Explain **two** diseconomies of scale CC might experience as it expands.

Diseconomy of scale 1:

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Explanation:

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Diseconomy of scale 2:

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Explanation:

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[8]

(b) Consider the information about the **two** managers outlined in Appendix 2. Who should be chosen as the Operations Manager for the NM factory? Justify your answer.

Samuel:

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Ritesh:

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Recommendation:

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[12]

4 (a) Explain **four** benefits to employees of being members of a trade union.

Benefit 1:
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Benefit 2:
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Benefit 3:
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Benefit 4:
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[8]

(b) Using Appendix 3 and other information, consider how the financial statements might be useful to the following **three** stakeholder groups. Which stakeholder group will find the financial information most useful? Justify your answer.

- NM's shareholders
- CC's managers
- CC's bank manager

NM's shareholders:

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CC's managers:

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CC's bank manager:

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Conclusion:

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[12]

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