



Cambridge IGCSE™

CANDIDATE
NAME



CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--

BUSINESS STUDIES

0450/22

Paper 2 Case Study

February/March 2026

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. Do **not** use correction fluid or tape.
- 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 **four** reasons why a business might remain small.

reason 1

.....

.....

.....

reason 2

.....

.....

.....

reason 3

.....

.....

.....

reason 4

.....

.....

.....

[8]



(b) Consider the advantages and disadvantages of the following **two** methods CTD could use to continue to produce high-quality products. Which method should CTD use? Justify your answer.

- quality control
- quality assurance

quality control

.....

.....

.....

.....

.....

.....

.....

.....

quality assurance

.....

.....

.....

.....

.....

.....

.....

.....

recommendation

.....

.....

.....

.....

.....

.....

.....

.....





2 (a) Explain **two** advantages and **two** disadvantages for CTD of using cost-plus pricing.

advantage 1

.....

.....

.....

advantage 2

.....

.....

.....

disadvantage 1

.....

.....

.....

disadvantage 2

.....

.....

.....

[8]



(b) Consider the following **two** aims of promotion for CTD. Which aim is likely to be the most important to CTD? Justify your answer.

- encouraging new customers
- creating brand loyalty

encouraging new customers

.....

.....

.....

.....

.....

.....

.....

creating brand loyalty

.....

.....

.....

.....

.....

.....

.....

conclusion

.....

.....

.....

.....

.....

.....

.....

[12]



- 3 (a) Explain **one** reason why CTD might need short-term finance and **one** reason why CTD might need long-term finance.

reason for short-term finance

.....

explanation

.....

.....

.....

.....

.....

reason for long-term finance

.....

explanation

.....

.....

.....

.....

.....

[8]



(b) Consider the advantages and disadvantages of the following **two** methods of growth CTD could use. Which method of growth should CTD use? Justify your answer.

- setting up a new café
- taking over a competitor's café

setting up a new café

.....

.....

.....

.....

.....

.....

.....

taking over a competitor's café

.....

.....

.....

.....

.....

.....

.....

recommendation

.....

.....

.....

.....

.....

.....

.....

[12]





4 (a) Explain **two** possible effects on CTD of higher interest rates.

effect 1

.....

explanation

.....

.....

.....

.....

.....

effect 2

.....

explanation

.....

.....

.....

.....

.....

[8]





- (b) Using Appendix 3 and other information, consider the following **three** applicants for the job of café manager. Which applicant should Nadia employ? Justify your answer.

Anaya

.....

.....

.....

.....

.....

Bella

.....

.....

.....

.....

.....

Saahan

.....

.....

.....

.....

.....

recommendation

.....

.....

.....

.....

.....

[12]









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 (Cambridge University Press & Assessment) 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 our Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge International Education is the name of our awarding body and a part of Cambridge University Press & Assessment, which is a department of the University of Cambridge.

