



CANDIDATE  
NAME

CENTRE  
NUMBER

|  |  |  |  |  |
|--|--|--|--|--|
|  |  |  |  |  |
|--|--|--|--|--|

CANDIDATE  
NUMBER

|  |  |  |  |
|--|--|--|--|
|  |  |  |  |
|--|--|--|--|

**0450/23**

May/June 2023

**1 hour 30 minutes**

You must answer on the question paper.

You will need: Insert (enclosed)

- 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.

- 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 become a multinational company.

Reason 1: .....

.....

.....

.....

Reason 2: .....

.....

.....

.....

Reason 3: .....

.....

.....

.....

Reason 4: .....

.....

.....

.....

[8]

(b) Consider the advantages and disadvantages of the following **three** methods of promotion RR could use in the new markets. Which would be the most suitable method for RR to use? Justify your answer.

- Television
- Billboards
- Sponsorship of a sports team

Television: .....

.....

.....

.....

.....

.....

Billboards: .....

.....

.....

.....

.....

.....

Sponsorship of a sports team: .....

.....

.....

.....

.....

.....

Recommendation: .....

.....

.....

.....

.....

..... [12]

- 2 (a) Explain **two** problems RR might experience as it expands.

Problem 1: .....

.....

Explanation: .....

.....

.....

.....

.....

.....

Problem 2: .....

.....

Explanation: .....

.....

.....

.....

.....

.....

[8]

- (b) Consider **three** methods RR could use to communicate the expansion plans to its employees. Which method should RR choose? Justify your answer.

Method 1: .....

.....

.....

.....

.....

.....

Method 2: .....

.....

.....

.....

.....

.....

Method 3: .....

.....

.....

.....

.....

.....

Recommendation: .....

.....

.....

.....

.....

.....

[12]

**3 (a)** Explain **one** responsibility of each of the following in RR:

Directors: .....

.....

.....

.....

Managers: .....

.....

.....

.....

Supervisors: .....

.....

.....

.....

Production employees: .....

.....

.....

.....

[8]

(b) Consider the advantages and disadvantages of the following **two** methods RR could use to increase the productivity of its employees. Which method should RR choose? Justify your answer.

- Introducing new technology
- Increasing training

Introducing new technology: .....

.....

.....

.....

.....

.....

.....

.....

.....

Increasing training: .....

.....

.....

.....

.....

.....

.....

.....

.....

Recommendation: .....

.....

.....

.....

.....

.....

.....

.....

.....

[12]

- 4 (a) Explain **one** opportunity and **one** threat to RR of using ecommerce.

Opportunity: .....

.....

Explanation: .....

.....

.....

.....

.....

.....

Threat: .....

.....

Explanation: .....

.....

.....

.....

.....

.....

[8]

- (b)** Using Appendix 3 and other information, consider whether RR's Managing Director should be concerned about the financial performance of the business. Justify your answer using suitable calculations.

[illegible]

Conclusion: .....

[illegible]

[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.