



Cambridge O Level

CANDIDATE
NAMECENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--

BUSINESS STUDIES

7115/22

Paper 2 Case Study

May/June 2025

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 **one** way each of the following problems might affect TSE when entering a new market in another country.

Cultural differences:

.....

Explanation:

.....

.....

.....

.....

.....

Lack of knowledge:

.....

Explanation:

.....

.....

.....

.....

.....

[8]





(b) Consider the following **two** benefits for TSE of having a well-motivated workforce. Which benefit is likely to be the most important to TSE? Justify your answer.

- Reduced absenteeism
- Lower labour turnover

Reduced absenteeism:

.....

.....

.....

.....

.....

.....

.....

.....

Lower labour turnover:

.....

.....

.....

.....

.....

.....

.....

.....

Conclusion:

.....

.....

.....

.....

.....

.....

.....

.....

[12]





- 2 (a) Explain **one** objective each of the following TSE stakeholder groups might have.

Shareholders:

.....

.....

.....

Suppliers:

.....

.....

.....

Employees:

.....

.....

.....

Customers:

.....

.....

.....

[8]





(b) Consider the following **two** ways TSE could use to increase efficiency. Which way should TSE use? Justify your answer.

- Improving labour skills
- Increasing automation and technology

Improving labour skills:

.....

.....

.....

.....

.....

.....

.....

.....

Increasing automation and technology:

.....

.....

.....

.....

.....

.....

.....

.....

Recommendation:

.....

.....

.....

.....

.....

.....

.....

.....

[12]





3 (a) Explain **four** ways market research information can help a business.

Way 1:

.....

.....

.....

Way 2:

.....

.....

.....

Way 3:

.....

.....

.....

Way 4:

.....

.....

.....

[8]





(b) Consider the following **two** ways TSE could purchase the raw materials for its factories. Which way should TSE use? Justify your answer.

- Head office in country P continues to purchase the raw materials for all TSE factories
- TSE's factory managers in each country purchase raw materials locally

Head office in country P continues to purchase the raw materials for all TSE factories:

.....

.....

.....

.....

.....

.....

.....

TSE's factory managers in each country purchase raw materials locally:

.....

.....

.....

.....

.....

.....

.....

Recommendation:

.....

.....

.....

.....

.....

.....

.....

[12]





- 4 (a) Explain **two** possible effects on TSE of the business cycle in country P moving into the recession stage.

Effect 1:

.....

Explanation:

.....

.....

.....

.....

.....

Effect 2:

.....

Explanation:

.....

.....

.....

.....

.....

[8]





- (b) Using Appendix 3 and other information, consider the extracts from the income statements for the **two** companies in country P. Which company should TSE take over? Justify your answer using suitable calculations.

Company A:

.....

.....

.....

.....

.....

.....

.....

.....

Company B:

.....

.....

.....

.....

.....

.....

.....

.....

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 (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 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.

