



CANDIDATE
NAME

--

CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--

7115/21

Paper 2 Case Study

October/November 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 **two** advantages and **two** disadvantages of PH being a public limited company.

Advantage 1:

.....

.....

.....

Advantage 2:

.....

.....

.....

Disadvantage 1:

.....

.....

.....

Disadvantage 2:

.....

.....

.....

[8]

(b) Consider the following **two** ways PH could ensure quality production. Which way should PH choose? Justify your answer.

- Quality control
- Quality assurance

Quality control:

.....

.....

.....

.....

.....

.....

.....

.....

Quality assurance:

.....

.....

.....

.....

.....

.....

.....

.....

Recommendation:

.....

.....

.....

.....

.....

.....

.....

.....

..... [12]

- 2 (a) Explain **two** limitations and **two** benefits to a business of developing new products.

Limitation 1:

.....

.....

.....

Limitation 2:

.....

.....

.....

Benefit 1:

.....

.....

.....

Benefit 2:

.....

.....

.....

[8]

(b) Consider the advantages and disadvantages of the following **three** methods PH uses to collect market research data. Which method is most likely to ensure that accurate data is collected? Justify your answer.

- A focus group made up of existing customers
- An online survey with only 5 questions
- Secondary research including government sources

A focus group made up of existing customers:

.....

.....

.....

.....

.....

An online survey with only 5 questions:

.....

.....

.....

.....

.....

Secondary research including government sources:

.....

.....

.....

.....

.....

Conclusion:

.....

.....

.....

.....

.....

[12]

- 3 (a) Explain **two** reasons why training is important to PH.

Reason 1:

.....

Explanation:

.....

.....

.....

.....

.....

Reason 2:

.....

Explanation:

.....

.....

.....

.....

.....

[8]

(b) Consider how the following **three** groups might use the financial data shown in Appendix 3. Which group will find this data most useful? Justify your answer.

- PH's employees
- PH's shareholders
- Competitor considering taking over PH

PH's employees:

.....

.....

.....

.....

.....

PH's shareholders:

.....

.....

.....

.....

.....

Competitor considering taking over PH:

.....

.....

.....

.....

.....

Conclusion:

.....

.....

.....

.....

.....

..... [12]

- 4 (a) Explain **two** benefits of PH's employees becoming members of a trade union.

Benefit 1:

.....

Explanation:

.....

.....

.....

.....

.....

Benefit 2:

.....

Explanation:

.....

.....

.....

.....

.....

[8]

- (b) Consider **three** possible benefits for PH of becoming a multinational company. Which benefit is likely to be the most important? Justify your answer.

Benefit 1:

.....

.....

.....

.....

.....

Benefit 2:

.....

.....

.....

.....

.....

Benefit 3:

.....

.....

.....

.....

.....

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 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.