



Cambridge O Level

CANDIDATE
NAME



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BUSINESS STUDIES

7115/22

Paper 2 Case Study

October/November 2024

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** advantages and **two** disadvantages of BB being a public limited company.

Advantage 1:

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Advantage 2:

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Disadvantage 1:

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Disadvantage 2:

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.....

[8]





(b) Consider the advantages and disadvantages of the following **three** methods BB could use to motivate its production workers. Which method should BB use? Justify your answer.

- Piece rate
- Teamworking
- Job rotation

Piece rate:

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Teamworking:

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Job rotation:

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Recommendation:

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[12]





2 (a) Explain **two** effects of BB having a short chain of command.

Effect 1:

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Explanation:

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Effect 2:

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Explanation:

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[8]





(b) Consider the following **three** extension strategies BB could use for its best-selling product. Which strategy should BB use? Justify your answer.

- Adding new features
- Start selling in toy shops
- Television advertising campaign

Adding new features:

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Start selling in toy shops:

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Television advertising campaign:

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Recommendation:

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[12]





- 3 (a) Explain **one** way each of the following stakeholder groups might be affected by a business becoming a multinational company.

Effect on shareholders:

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Effect on employees:

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Effect on suppliers:

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Effect on the government:

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[8]





- (b) Using Appendix 2 and other information, consider the **two** countries BB could choose to locate its first new factory. Which country should BB choose? Justify your answer.

Country A:

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Country B:

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Recommendation:

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[12]





4 (a) Explain **two** reasons why BB might want to sell its products in new markets in other countries.

Reason 1:

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Explanation:

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Reason 2:

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Explanation:

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[8]





(b) Using Appendix 3 and other information, consider BB's financial performance compared to its main competitor. Do you think BB's financial performance is better than its competitor? Justify your answer using appropriate calculations.

[illegible][illegible]

[12]



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