



Cambridge O Level

CANDIDATE
NAMECENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--

BUSINESS STUDIES

7115/22

Paper 2 Case Study

October/November 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 **four** ways a business plan could help Kathryn.

Way 1:

.....

.....

.....

Way 2:

.....

.....

.....

Way 3:

.....

.....

.....

Way 4:

.....

.....

.....

[8]



(b) Consider the following **two** methods Kathryn could use to communicate with her suppliers. Which method should Kathryn use if an order is needed quickly? Justify your answer.

- Telephone calls
- Emails

Telephone calls:

.....

.....

.....

.....

.....

.....

.....

.....

Emails:

.....

.....

.....

.....

.....

.....

.....

.....

Recommendation:

.....

.....

.....

.....

.....

.....

.....

.....

[12]



2 (a) Explain **two** benefits and **two** limitations of a business operating in a niche market.

Benefit 1:

.....

.....

.....

Benefit 2:

.....

.....

.....

Limitation 1:

.....

.....

.....

Limitation 2:

.....

.....

.....

[8]





(b) Using Appendix 2 and other information, consider the following **three** elements of the possible marketing mix for FF's new shop. Which element is likely to be the most important? Justify your answer.

- Price – cost-plus pricing
- Place – selling some flowers through wedding planners
- Promotion – television advertising

Price – cost-plus pricing:

.....

.....

.....

.....

.....

.....

Place – selling some flowers through wedding planners:

.....

.....

.....

.....

.....

.....

Promotion – television advertising:

.....

.....

.....

.....

.....

.....

Conclusion:

.....

.....

.....

.....

.....

.....





3 (a) Explain **two** reasons why FF uses job production.

Reason 1:

.....

Explanation:

.....

.....

.....

.....

.....

Reason 2:

.....

Explanation:

.....

.....

.....

.....

.....

[8]



(b) Consider the following **two** sources of finance which could be used for working capital when FF's new shop opens. Which would be the best source for Kathryn to use? Justify your answer.

- Bank overdraft
- Trade credit

Bank overdraft:

.....

.....

.....

.....

.....

.....

.....

.....

Trade credit:

.....

.....

.....

.....

.....

.....

.....

.....

Recommendation:

.....

.....

.....

.....

.....

.....

.....

.....

[12]





4 (a) Explain **two** reasons why high quality is important for FF.

Reason 1:

.....

Explanation:

.....

.....

.....

.....

.....

Reason 2:

.....

Explanation:

.....

.....

.....

.....

.....

[8]





(b) Using Appendix 3 and other information, consider the following **two** ways FF could contribute to sustainable development. Which way should Kathryn choose? Justify your answer.

- Buying all flowers from sustainable sources
- Using electricity from renewable sources

Buying all flowers from sustainable sources:

.....

.....

.....

.....

.....

.....

.....

.....

Using electricity from renewable sources:

.....

.....

.....

.....

.....

.....

.....

.....

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.

