Cambridge IGCSE

Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

4887090156

BUSINESS STUDIES **0450/22**

Paper 2 **February/March 2018**

1 hour 30 minutes

Candidates answer on the Question Paper.

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name in the spaces at the top of this page.
Write in dark blue or black pen.
You may use an HB pencil for any diagrams, graphs or rough working.
Do not use staples, paper clips, glue or correction fluid.
DO **NOT** WRITE IN ANY BARCODES.

Answer **all** questions.
The Insert contains the case study.
The business described in this question paper is entirely fictitious.

At the end of the examination, fasten all your work securely together.
The number of marks is given in brackets [ ] at the end of each question or part question.
The total number of marks for this paper is 80.

This syllabus is approved for use in England, Wales and Northern Ireland as a Cambridge International Level 1/Level 2 Certificate.

This document consists of **10** printed pages and **2** blank pages.

CAMBRIDGE International Examinations

© UCLES 2018

[Turn over

1 **(a)** Explain **two** characteristics that make George a successful entrepreneur.

Characteristic 1:.....

.....

.....

.....

.....

.....

Characteristic 2:.....

.....

.....

.....

.....

..... [8]

(b) Refer to Appendix 3.

(i) Calculate values for:

X:.....

Y:.....

Z:..... [3]

(ii) Consider whether CC is in a good financial position to expand the business. Justify your answer.

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

....

.... [9]

© UCLES 2018

2

(a) Identify **two** stakeholder groups for CC. Explain an objective of each stakeholder group you have identified.

Stakeholder group 1:.....

Explanation:.....

.....

.....

.....

.....

.....

.....

Stakeholder group 2:.....

Explanation:.....

.....

.....

.....

.....

.....

..... [8]

(b) George needs to recruit an additional chef.

Consider the advantages and disadvantages of each of the **three** applicants outlined in Appendix 2. Recommend which applicant George should recruit. Justify your choice.

Jim:.....

.....

.....

.....

.....

.....

Sally:.....

.....

.....

.....

.....

.....

Vera:.....

.....

.....

.....

.....

.....

Recommendation:.....

.....

.....

.....

.....

..... [12]

3

(a) Identify and explain **two** roles of marketing for City Café.

Role 1:.....

Explanation:.....

.....

.....

.....

.....

.....

.....

Role 2:.....

Explanation:.....

.....

.....

.....

.....

.....

..... [8]

(b) Consider the advantages and disadvantages of each of the **two** options for expanding the business. Recommend which option George should choose. Justify your answer.

Option 1:.....

.....

.....

.....

.....

.....

.....

.....

Option 2:.....

.....

.....

.....

.....

.....

.....

.....

Recommendation:.....

.....

.....

.....

.....

.....

.....

..... [12]

4

(a) Identify and explain **two** reasons why quality is important for CC.

Reason 1:.....

Explanation:.....

.....

.....

.....

.....

.....

.....

Reason 2:.....

Explanation:.....

.....

.....

.....

.....

.....

..... [8]

(b) Consider the following **three** sources of finance that CC could use for expansion. Recommend which source of finance CC should choose. Justify your answer.

Take out a bank loan: .....

.....

.....

.....

.....

.....

Form a partnership with a family friend:.....

.....

.....

.....

.....

.....

Sell some business assets from the old café :.....

.....

.....

.....

.....

.....

Recommendation:.....

.....

.....

.....

.....

..... [12]

BLANK PAGE

© UCLES 2018

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 International Examinations Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cie.org.uk after the live examination series.

Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.

© UCLES 2018