Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

9136086670

BUSINESS STUDIES **0450/22**

Paper 2 Case Study **February/March 2022**

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.

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[Turn over

1 **(a)** Explain **four** methods a business could use to communicate with its employees.

Method 1: .....

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Method 2: .....

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Method 3: .....

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Method 4: .....

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..... [8]

(b) Consider the following **three** ways the internet could be used to improve the promotion of MH. Which is the best way for Sadiq to choose? Justify your answer.

- Improve its existing website.
- Advertise using social media.
- Email special offers to existing customers.

Improve its existing website: .....

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Advertise using social media: .....

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Email special offers to existing customers: .....

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Recommendation: .....

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..... [12]

2 **(a)** Explain **one** advantage and **one** disadvantage to Sadiq of delegating tasks to his employees.

Advantage: .....

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Explanation: .....

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Disadvantage: .....

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Explanation: .....

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(b) Consider the following **three** ways Sadiq could achieve a high-quality service at MH. Which is the most effective way? Justify your answer.

- Only buying food ingredients from suppliers that guarantee good quality.
- The room cleaners made responsible for checking their own work.
- Chefs regularly sampling food before it is served to guests.

Only buying food ingredients from suppliers that guarantee good quality: .....

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The room cleaners made responsible for checking their own work: .....

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Chefs regularly sampling food before it is served to guests: .....

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Conclusion: .....

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3 **(a)** Explain **four** advantages to Sadiq of changing his business to a partnership.

Advantage 1: .....

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Advantage 2: .....

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Advantage 3: .....

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Advantage 4: .....

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(b) Consider the **two** options for Sadiq to increase MH's revenue. Which option should he choose? Justify your answer using suitable calculations.

Option 1: .....

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Option 2: .....

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Recommendation: .....

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4 **(a)** Refering to Appendix 2 and other information, explain how the following **two** new legal controls could affect MH.

- Restaurant menus must list all ingredients in the food served.
- Single-use plastic bottles cannot be used.

Restaurant menus must list all ingredients in the food served: .....

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Single-use plastic bottles cannot be used: .....

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(b) Consider the following **three** ways Sadiq could improve MH's cash flow.

- Arrange a bank loan.
- Ask customers to pay a deposit of 20% when they book a room.
- Ask for trade credit from food suppliers.

Which would be the most effective way for MH to improve its cash flow? Justify your answer.

Arrange a bank loan: .....

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Ask customers to pay a deposit of 20% when they book a room: .....

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Ask for trade credit from food suppliers: .....

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Conclusion: .....

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