Cambridge Assessment International Education

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CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

0478386260

BUSINESS STUDIES **0450/23**

Paper 2 Case Study **May/June 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 **two** leadership styles that the Managing Director of BB may use.

Leadership style 1: .....

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Explanation: .....

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Leadership style 2: .....

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Explanation: .....

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..... [8]

(b) Explain the advantages and disadvantages to BB of using the following **three** methods to motivate the shop employees. Recommend which method BB should use. Justify your answer.

- Introduce job rotation.
- Provide opportunities for promotion.
- Increase wages.

Introduce job rotation: .....

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Provide opportunities for promotion: .....

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Increase wages: .....

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Recommendation: .....

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..... [12]

2 **(a)** Explain **four** business objectives that BB might have.

Objective 1: .....

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Objective 2: .....

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Objective 3: .....

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Objective 4: .....

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..... [8]

(b) Using Appendix 2, consider the **two** locations for the replacement shop. Recommend which location would be most suitable for BB's replacement shop. Justify your answer.

- Location A
- Location B

Location A: .....

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Location B: .....

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Recommendation: .....

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3 **(a)** Explain **four** ways to measure the size of a business.

Way 1: .....

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Way 2: .....

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Way 3: .....

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Way 4: .....

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(b) Using Appendix 3 and other information, consider the **two** options for growth. Which option should BB choose? Justify your answer using suitable calculations.

- Open a new shop.
- Take over a competitor's shop.

Open a new shop: .....

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Take over a competitor's shop: .....

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Recommendation: .....

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4 **(a)** Explain **two** possible reasons why BB might have cash-flow problems.

Reason 1: .....

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Explanation: .....

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Reason 2: .....

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Explanation: .....

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(b) Consider how the following **two** changes could affect BB's marketing. Which change is likely to have the most effect on BB's marketing? Justify your answer.

- Customers are becoming more health conscious.
- More people are working from home instead of in offices.

Customers are becoming more health conscious: .....

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More people are working from home instead of in offices: .....

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Conclusion: .....

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