* 0019655497901 *

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2430606254

BUSINESS STUDIES **0450/22**

Paper 2 Case Study **May/June 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.

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[Turn over

1 (a) Explain **two** reasons why setting business objectives is important to JJ.

Reason 1: .....

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Explanation: .....

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Reason 2: .....

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Explanation: .....

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(b) Using Appendix 1 and other information, consider the **two** new products JJ could produce. Which product should JJ choose? Justify your answer using break-even calculations.

- Product A
- Product B

Product A: .....

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Product B: .....

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Recommendation: .....

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2 **(a)** Explain **two** benefits and **two** limitations for JJ of employing part-time workers in its factory.

Benefit 1: .....

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Benefit 2: .....

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Limitation 1: .....

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Limitation 2: .....

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(b) Consider the advantages and disadvantages of the following **three** ways JJ could promote its new product in country X. Which way should JJ use? Justify your answer.

- Advertising in fashion magazines
- Handing out leaflets in Main City
- Point-of-sale displays in shops

Advertising in fashion magazines: .....

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Handing out leaflets in Main City: .....

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Point-of-sale displays in shops: .....

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Recommendation: .....

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3 **(a)** Explain **four** reasons why profit is important to a business.

Reason 1: .....

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Reason 2: .....

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Reason 3: .....

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Reason 4: .....

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(b) Consider the opportunities and threats of ecommerce for JJ. Which is likely to have the most effect on JJ? Justify your answer.

Opportunities: .....

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Threats: .....

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Conclusion: .....

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4 **(a)** Using Appendix 2 and other information, explain **two** ways JJ may be affected by the forecast increase in unemployment in country X.

Way 1: .....

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Explanation: .....

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Way 2: .....

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Explanation: .....

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(b) Using Appendix 3 and other information, consider the following **two** environmental issues when JJ manufactures its products. Which issue should JJ choose to solve first? Justify your answer.

- Using coal for fuel in its factory
- Buying from suppliers that damage the environment

Using coal for fuel in its factory: .....

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Buying from suppliers that damage the environment: .....

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Conclusion: .....

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