Cambridge Assessment International Education

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CANDIDATE NAME

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0260669447

BUSINESS STUDIES **0450/22**

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.

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[Turn over

1 **(a)** Explain **four** ways a business plan could help Kathryn.

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) 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: .....

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Emails: .....

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Recommendation: .....

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

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) 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: .....

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Place – selling some flowers through wedding planners: .....

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Promotion – television advertising: .....

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Conclusion: .....

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

Reason 1: .....

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Explanation: .....

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Reason 2: .....

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Explanation: .....

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(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: .....

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Trade credit: .....

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Recommendation: .....

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

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 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: .....

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Using electricity from renewable sources: .....

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Recommendation: .....

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