Cambridge Assessment International Education

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CANDIDATE NAME

CENTRE NUMBER

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BUSINESS STUDIES **0450/23**

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 **two** reasons why customers might buy from ES rather than from one of its competitors.

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 advantages and disadvantages of the following **two** types of business organisation that Tim could use when his brothers join the business. Which would be the best type for Tim to choose? Justify your answer.

- Partnership
- Private limited company

Partnership: .....

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Private limited company: .....

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Recommendation: .....

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2 **(a)** Explain **two** benefits of ES having a short chain of command.

Benefit 1: .....

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Explanation: .....

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Benefit 2: .....

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Explanation: .....

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(b) Using Appendix 2 and other information, consider the **two** new products ES could produce. Which product should Tim 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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3 **(a)** Explain **four** benefits to a business of using social media as its method of promotion.

Benefit 1: .....

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Benefit 2: .....

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Benefit 3: .....

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Benefit 4: .....

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(b) Consider the advantages and disadvantages of ES using on-the-job or off-the-job training for its new employees. Which method should Tim use? Justify your answer.

On-the-job training: .....

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Off-the-job training: .....

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Recommendation: .....

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4 **(a)** Explain **one** way each of the following ES stakeholder groups might find the financial information in Appendix 3 useful.

Owners: .....

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Employees: .....

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Suppliers: .....

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Bank: .....

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(b) Consider the opportunities and threats of globalisation for ES. Are the threats likely to be greater than the opportunities for ES? Justify your answer.

Opportunities: .....

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Threats: .....

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Conclusion: .....

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