Cambridge Assessment International Education

Cambridge O Level

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

1241573790

BUSINESS STUDIES **7115/21**

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 **four** reasons why governments might support business start-ups.

Reason 1: .....

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Reason 2: .....

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Reason 3: .....

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Reason 4: .....

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..... [8]

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(b) Consider the benefits to Yasin of the **two** sections of his business plan shown in Appendix 1. Which section do you think helped him most when starting up his business? Justify your answer.

Market research: .....

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Resources: .....

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Conclusion: .....

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..... [12]

2 **(a)** Explain **one** benefit and **one** limitation to Yasin of using a break-even chart.

Benefit: .....

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Explanation: .....

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Limitation: .....

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Explanation: .....

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(b) Consider the following **two** ways MB could achieve lean production. Which is the best way for Yasin to choose? Justify your answer.

- Kaizen.
- Just-in-time inventory control.

Kaizen: .....

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Just-in-time inventory control: .....

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Recommendation: .....

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..... [12]

3 **(a)** Explain **four** ways Yasin can advertise MB's products.

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 **two** options outlined in Appendix 2. Which option should Yasin choose? Justify your answer using appropriate calculations.

Option 1: .....

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Option 2: .....

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Recommendation: .....

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4 **(a)** Explain **one** advantage and **one** disadvantage of Yasin using a democratic leadership style.

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 Yasin could improve the ethical image of MB. Which way would be most effective? Justify your answer.

- Buying all ingredients from local suppliers.
- Using only environmentally friendly packaging.
- Increasing wage rates to 20% above the legal minimum wage.

Buying all ingredients from local suppliers: .....

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Using only environmentally friendly packaging: .....

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Increasing wage rates to 20% above the legal minimum wage: .....

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Conclusion: .....

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