Cambridge Assessment International Education

Cambridge O Level

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

0844566590

BUSINESS STUDIES **7115/22**

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** ways TT could grow.

Way 1: .....

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Explanation: .....

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Way 2: .....

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Explanation: .....

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..... [8]

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(b) Consider how TT might benefit from the following **three** economies of scale as it continues to grow. Which is likely to have the greatest effect on TT's profit? Justify your answer.

- Purchasing
- Technical
- Financial

Purchasing: .....

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Technical: .....

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Financial: .....

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Conclusion: .....

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..... [12]

2 **(a)** Explain **two** benefits to TT of using lean production methods.

Benefit 1: .....

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Explanation: .....

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Benefit 2: .....

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Explanation: .....

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..... [8]

(b) Using Appendix 2 and other information, consider TT's financial position. Do you think TT is in a good financial position to expand? Justify your answer using suitable calculations.

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3 **(a)** Explain **one** way the information in each chart in Appendix 1 might be useful to TT.

Chart 1: .....

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Chart 2: .....

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Chart 3: .....

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Chart 4: .....

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..... [8]

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(b) Using Appendix 3 and other information, consider the **three** applicants for the job of Marketing Manager for country Z. Who is the best applicant for the job? Justify your answer.

Labiba: .....

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Shahin: .....

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Samihah: .....

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Recommendation: .....

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4 **(a)** Explain **four** effects of training on a business.

Effect 1: .....

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Effect 2: .....

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Effect 3: .....

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Effect 4: .....

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..... [8]

(b) Consider the benefits and drawbacks for country Z if TT builds a factory there. Do you think the government of country Z should allow TT to build this factory? Justify your answer.

Benefits for country Z: .....

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Drawbacks for country Z: .....

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Conclusion: .....

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..... [12]

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