Cambridge Assessment International Education

Cambridge O Level

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

4695533669

BUSINESS STUDIES **7115/22**

Paper 2 Case Study **October/November 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** reasons why the owners of CC might want to expand the business.

Reason 1: .....

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Explanation: .....

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Reason 2: .....

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Explanation: .....

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..... [8]

(b) Consider the opportunities and threats of globalisation for CC. Which is likely to have the greatest effect on CC? Justify your answer.

Opportunities: .....

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Threats: .....

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Conclusion: .....

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2 **(a)** Explain **four** roles of packaging for CC's products**.**

Role 1: .....

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Role 2: .....

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Role 3: .....

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Role 4: .....

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(b) Using Appendix 1 and other information, consider the advantages and disadvantages of the **two** CC brands. Which brand should CC stop producing? Justify your answer.

Option 1: .....

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Option 2: .....

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Recommendation: .....

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3 **(a)** Explain **two** diseconomies of scale CC might experience as it expands.

Diseconomy of scale 1: .....

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Explanation: .....

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Diseconomy of scale 2: .....

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Explanation: .....

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(b) Consider the information about the **two** managers outlined in Appendix 2. Who should be chosen as the Operations Manager for the NM factory? Justify your answer.

Samuel: .....

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Ritesh: .....

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Recommendation: .....

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4 **(a)** Explain **four** benefits to employees of being members of a trade union.

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) Using Appendix 3 and other information, consider how the financial statements might be useful to the following **three** stakeholder groups. Which stakeholder group will find the financial information most useful? Justify your answer.

- NM's shareholders
- CC's managers
- CC's bank manager

NM's shareholders: .....

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CC's managers: .....

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CC's bank manager: .....

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Conclusion: .....

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