Cambridge Assessment International Education

Cambridge O Level

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER			

2322648046

BUSINESS STUDIES **7115/21**

Paper 2 Case Study **October/November 2023**

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** advantages and **two** disadvantages of PH being a public limited company.

Advantage 1: .....

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Advantage 2: .....

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Disadvantage 1: .....

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Disadvantage 2: .....

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..... [8]

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(b) Consider the following **two** ways PH could ensure quality production. Which way should PH choose? Justify your answer.

- Quality control
- Quality assurance

Quality control: .....

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Quality assurance: .....

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Recommendation: .....

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2 **(a)** Explain **two** limitations and **two** benefits to a business of developing new products.

Limitation 1: .....

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Limitation 2: .....

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Benefit 1: .....

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Benefit 2: .....

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..... [8]

(b) Consider the advantages and disadvantages of the following **three** methods PH uses to collect market research data. Which method is most likely to ensure that accurate data is collected? Justify your answer.

- A focus group made up of existing customers
- An online survey with only 5 questions
- Secondary research including government sources

A focus group made up of existing customers: .....

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An online survey with only 5 questions: .....

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Secondary research including government sources: .....

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Conclusion: .....

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..... [12]

3 **(a)** Explain **two** reasons why training is important to PH.

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 how the following **three** groups might use the financial data shown in Appendix 3. Which group will find this data most useful? Justify your answer.

- PH's employees
- PH's shareholders
- Competitor considering taking over PH

PH's employees: .....

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PH's shareholders: .....

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Competitor considering taking over PH: .....

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Conclusion: .....

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4 **(a)** Explain **two** benefits of PH's employees becoming members of a trade union.

Benefit 1: .....

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Explanation: .....

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Benefit 2: .....

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Explanation: .....

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(b) Consider **three** possible benefits for PH of becoming a multinational company. Which benefit is likely to be the most important? Justify your answer.

Benefit 1: .....

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Benefit 2: .....

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Benefit 3: .....

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Conclusion: .....

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