



Cambridge International Examinations
Cambridge International General Certificate of Secondary Education

BUSINESS STUDIES

0450/22

Paper 2 Case Study

March 2017

MARK SCHEME

Maximum Mark: 80

Published

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This document consists of **12** printed pages.

Question	Answer	Marks
1(a)	<p>Identify and explain <u>two</u> reasons why having a brand image for its products is important to BB.</p> <p>Knowledge [2 × 1] – award one mark for each reason identified Analysis [2 × 1] – award one mark for a relevant explanation for each reason Application [2 × 2] – award two application marks for each relevant reason</p> <p>Award one mark for each reason (maximum of two), such as:</p> <ul style="list-style-type: none"> • To give the product a USP • To differentiate the product from competitors • Encourages customer loyalty • Higher quality product than unbranded products • Can charge higher price than price of unbranded products <p>Award a maximum of three additional marks for each explanation – 2 of which must be applied to this context – of the reason.</p> <p>Indicative response:</p> <p>A brand image allows a business to charge a higher price for its products because customers think it is of a higher quality.(k) BB produces high quality handbags using the best quality leather (ap) and without a brand image BB may find it more difficult to charge high prices.(an) This makes it important to BB as it needs to charge higher prices to cover its higher leather costs in order to make a good profit for the company.(ap)</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>Possible application marks: small private limited company; manufactures leather handbags and belts; best quality leather; sold to large retailers; does not use the internet; leather purchased -same local business; supplier guarantees high quality leather; use material that looks like leather but cheaper; demand for its handbags is price inelastic; loyal customers to the BB brand; directors aim to increase profit.</p> <p>There may be other examples in context that have not been included here.</p> </div>	8

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1(b)	<p>Consider the advantages and disadvantages of the following <u>two</u> ways of increasing BB's profit. Recommend the best way for BB to choose. Justify your answer.</p> <p>Relevant points might include:</p> <table border="1" data-bbox="301 416 1329 768"> <thead> <tr> <th></th> <th>Advantages</th> <th>Disadvantages</th> </tr> </thead> <tbody> <tr> <td>Increasing prices</td> <td>Increases revenue – especially if demand is price inelastic</td> <td>May reduced demand – especially if close competitors do not change their prices</td> </tr> <tr> <td>Changing to lower cost materials</td> <td>Lowers input costs – improved cash flow</td> <td>Quality may be lower – lead to poor reputation – lose brand image of high quality</td> </tr> </tbody> </table> <p>Knowledge/Analysis/Evaluation – award up to 10 marks using the levels-based mark scheme below.</p> <table border="1" data-bbox="301 871 1329 1417"> <thead> <tr> <th></th> <th>Knowledge/Analysis/ Evaluation</th> </tr> </thead> <tbody> <tr> <td>Level 3</td> <td>At least 2 × Level 2 + 9–10 marks for well justified recommendation of which way to choose to increase profit and why not the alternative way. 7–8 marks for limited recommendation of which way to choose to increase profit.</td> </tr> <tr> <td>Level 2</td> <td>4–6 marks Detailed discussion of advantages and/or disadvantages of each way to increase profit.</td> </tr> <tr> <td>Level 1</td> <td>1–3 marks Outline of each advantages and/or disadvantages of each way to increase profit.</td> </tr> </tbody> </table> <p>Level 1 – 1 mark for each L1 statement (max of 3 marks) e.g. Increasing prices will lead to increased revenue which will mean increased profit.</p> <p>Level 2 – 1 × L2 explanation can gain 4 marks and a further mark can be awarded for each additional L2 explanation (max 6 marks) e.g. Increasing prices will lead to increased revenue which will mean increased profit. This is due to the brand loyalty of customers resulting in the elasticity being inelastic, therefore revenue should increase and lead to higher profit. (L2 for developing the discussion about elasticity and 1 app mark for identifying that the product has brand loyal customers which is likely to result in inelastic demand).</p> <p>Level 3 – For L3 to be awarded there needs to be at least two L2 marks awarded and then a recommendation of which is the best way to increase profit.</p>		Advantages	Disadvantages	Increasing prices	Increases revenue – especially if demand is price inelastic	May reduced demand – especially if close competitors do not change their prices	Changing to lower cost materials	Lowers input costs – improved cash flow	Quality may be lower – lead to poor reputation – lose brand image of high quality		Knowledge/Analysis/ Evaluation	Level 3	At least 2 × Level 2 + 9–10 marks for well justified recommendation of which way to choose to increase profit and why not the alternative way. 7–8 marks for limited recommendation of which way to choose to increase profit.	Level 2	4–6 marks Detailed discussion of advantages and/or disadvantages of each way to increase profit.	Level 1	1–3 marks Outline of each advantages and/or disadvantages of each way to increase profit.	12
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	<p>Award up to 2 additional marks for relevant application.</p> <div style="border: 1px solid black; padding: 5px;"> <p>Possible application marks: small private limited company; manufactures leather handbags and belts; best quality leather; uses own brand name; sold to large retailers; does not use the internet; leather purchased -same local business; supplier guarantees high quality leather; always delivered on time; uses batch production; skilled workers; wage costs are kept low by employing young workers to pack the products; use material that looks like leather but cheaper; demand for its handbags is price inelastic; loyal customers to the BB brand.</p> </div> <p>There may be other examples in context that have not been included here.</p>	

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2(a)	<p>Identify and explain <u>four</u> ways BB could use the internet.</p> <p>Knowledge [4 × 1] – award one mark for each way Application [4 × 1] – award one application mark for each way</p> <p>Award one mark for each way (maximum of four), such as:</p> <ul style="list-style-type: none"> • Advertise online • Research competitors prices • Research different suppliers • Sell online • Email customers/supplier/employees • Pay invoices/internet banking • Video conferencing <p>Award a maximum of one additional mark for each explanation in the context of BB.</p> <p>Indicative response:</p> <p>BB could research suppliers online. (k) BB only uses high quality leather but it may find other suppliers of high quality leather at cheaper prices as there will be access to more information about other leather suppliers online. (ap)</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>Possible application marks: manufactures leather handbags and belts; best quality leather; uses own brand name; sold to large retailers; supplier guarantees high quality leather; always delivered on time; uses material that looks like leather but cheaper; demand for its handbags is price inelastic; loyal customers to the BB brand.</p> <p>There may be other examples in context that have not been included here.</p> </div>	8

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2(b)	<p>Consider the advantages and disadvantages of the <u>two</u> options for BB to expand the business. Recommend the best option to choose. Justify your answer.</p> <p>Relevant points might include:</p> <table border="1" data-bbox="301 416 1329 1137"> <thead> <tr> <th></th> <th>Advantages</th> <th>Disadvantages</th> </tr> </thead> <tbody> <tr> <td>Option A</td> <td>Increases sales by selling to another channel of distribution The wholesaler buys in bulk Absorbs storage costs Feedback from wholesaler on customer preferences</td> <td>Wholesalers only sells to small shops – restricted shops it sells to – may not be appropriate for target market Receives a lower price Increased cost of advertising</td> </tr> <tr> <td>Option B</td> <td>Global brand well known – increases output/sales High priced items – increases price per unit received Risk of not making sales taken by the global company – it pays for advertising costs Less planning or design costs for products</td> <td>Risk of losing contract Committed to increased costs of training workers Committed to paying for new equipment – \$20 000 – not needed if contract lost.</td> </tr> </tbody> </table> <p>Knowledge/Analysis/Evaluation – award up to 10 marks using the levels-based mark scheme below.</p> <table border="1" data-bbox="301 1240 1329 1742"> <thead> <tr> <th></th> <th>Knowledge/Analysis/ Evaluation</th> </tr> </thead> <tbody> <tr> <td>Level 3</td> <td>At least 2 × Level 2 + 9–10 marks for well justified recommendation of which option to choose and why not the alternative option. 7–8 marks for limited recommendation of which option to choose.</td> </tr> <tr> <td>Level 2</td> <td>4–6 marks Detailed discussion of advantages and/or disadvantages of each option.</td> </tr> <tr> <td>Level 1</td> <td>1–3 marks Outline of advantages and/or disadvantages of each option.</td> </tr> </tbody> </table>		Advantages	Disadvantages	Option A	Increases sales by selling to another channel of distribution The wholesaler buys in bulk Absorbs storage costs Feedback from wholesaler on customer preferences	Wholesalers only sells to small shops – restricted shops it sells to – may not be appropriate for target market Receives a lower price Increased cost of advertising	Option B	Global brand well known – increases output/sales High priced items – increases price per unit received Risk of not making sales taken by the global company – it pays for advertising costs Less planning or design costs for products	Risk of losing contract Committed to increased costs of training workers Committed to paying for new equipment – \$20 000 – not needed if contract lost.		Knowledge/Analysis/ Evaluation	Level 3	At least 2 × Level 2 + 9–10 marks for well justified recommendation of which option to choose and why not the alternative option. 7–8 marks for limited recommendation of which option to choose.	Level 2	4–6 marks Detailed discussion of advantages and/or disadvantages of each option.	Level 1	1–3 marks Outline of advantages and/or disadvantages of each option.	12
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	<p>Level 1 – 1 mark for each L1 statement (max of 3 marks) e.g. Wholesalers will buy in bulk.</p> <p>Level 2 – 1 × L2 explanation can gain 4 marks and a further mark can be awarded for each additional L2 explanation (max 6 marks) e.g. Wholesalers will buy in bulk which will reduce transport and administration costs of orders. Lower costs may lead to higher profits from sales of handbags if selling price to wholesaler does not change. (4 marks for L2 plus 1 app mark for reference to the product being handbags)</p> <p>Level 3 – For L3 to be awarded there needs to be at least two L2 marks awarded and then a recommendation of which option to choose.</p> <p>Award up to 2 additional marks for relevant application.</p> <div style="border: 1px solid black; padding: 5px;"> <p>Possible application marks: small private limited company; manufactures leather handbags and belts; best quality leather; uses own brand name; sold to large retailers; does not use the internet; leather purchased -same local business; supplier guarantees high quality leather; always delivered on time; uses batch production; skilled workers; wage costs are kept low by employing young workers to pack the products; use material that looks like leather but cheaper; demand for its handbags is price inelastic; loyal customers to the BB brand.</p> <p>There may be other examples in context that have not been included here.</p> </div>	

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3(a)	<p>Identify and explain <u>two</u> benefits to BB of having an organisation chart.</p> <p>Knowledge [2 × 1] – award one mark for each benefit Analysis [2 × 1] – award one mark for a relevant explanation of each benefit Application [2 × 2] – award two application marks for each benefit</p> <p>Award one mark for each benefit (maximum of two), such as:</p> <ul style="list-style-type: none"> • Shows how everybody is linked together in the organisation • Each individual can see their own position in the organisation • It shows the links and relationship between different departments • Employees can see their position and it gives them a sense of being part of the organisation/belonging <p>Award a maximum of three additional marks for each explanation – 2 of which must be applied to this context – of the benefit.</p> <p>Indicative response:</p> <p>It shows Abdullah how everybody links together in the company (k) such as the Operations Director is responsible for the factory manager and 100 production workers. (ap) If any of the employees have a query then they will know who to ask and who is their line manager. (an) If Abdullah wants to know about the sales figures he will ask the Marketing Director who will ask the sales manager to let him know about the figures. (ap)</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>Possible application marks: small private limited company; manufactures leather handbags and belts; always delivered on time; directors all family members; uses batch production; skilled workers; uses examples from Appendix 1.</p> <p>There may be other examples in context that have not been included here.</p> </div>	8

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3(b)	<p>Refer to Appendix 3. Calculate <u>two</u> liquidity ratios for both years. Do you think BB is in a good financial position to be able to expand the business? Justify your answer.</p> <p>Relevant calculations:</p> <table border="1" data-bbox="304 450 1329 600"> <thead> <tr> <th></th> <th>2015</th> <th>2016</th> </tr> </thead> <tbody> <tr> <td>Current ratio</td> <td>0.75 (L2)</td> <td>1.8 (L2)</td> </tr> <tr> <td>Acid test ratio</td> <td>0.5 (L2)</td> <td>1 (L2)</td> </tr> </tbody> </table> <p>Knowledge/Analysis/Evaluation – award up to 10 marks using the levels-based mark scheme below.</p> <table border="1" data-bbox="304 703 1329 1205"> <thead> <tr> <th></th> <th>Knowledge/Analysis/ Evaluation</th> </tr> </thead> <tbody> <tr> <td>Level 3</td> <td>At least 2 × Level 2 + 9–10 marks for well justified recommendation as to whether or not BB is in a good financial position. 7–8 marks for some limited judgement shown in recommendation as to whether or not BB is in a good financial position.</td> </tr> <tr> <td>Level 2</td> <td>4–6 marks Liquidity ratios correctly calculated</td> </tr> <tr> <td>Level 1</td> <td>1–3 marks Outline of the changes in the figures.</td> </tr> </tbody> </table> <p>Level 1 – 1 mark for each L1 statement (max of 3 marks) e.g. The amount of inventories has increased by \$30 000.</p> <p>Level 2 – 1 × L2 calculation can gain 4 marks and a further mark can be awarded for each additional L2 calculation (max 6 marks) e.g. The current ratio for 2015 is 0.75. (L2 for correct calculation)</p> <p>Level 3 – For L3 to be awarded there needs to be at least two L2 calculations awarded and then a recommendation which justifies whether or not BB is in a good financial position to expand.</p> <p>Award up to 2 additional marks for relevant application.</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>Possible application marks: small private limited company; manufactures leather handbags and belts; best quality leather; uses own brand name; sold to large retailers; leather purchased – same local business; supplier guarantees high quality leather; directors all family members; uses batch production; skilled workers.</p> <p>There may be other examples in context that have not been included here.</p> </div>		2015	2016	Current ratio	0.75 (L2)	1.8 (L2)	Acid test ratio	0.5 (L2)	1 (L2)		Knowledge/Analysis/ Evaluation	Level 3	At least 2 × Level 2 + 9–10 marks for well justified recommendation as to whether or not BB is in a good financial position. 7–8 marks for some limited judgement shown in recommendation as to whether or not BB is in a good financial position.	Level 2	4–6 marks Liquidity ratios correctly calculated	Level 1	1–3 marks Outline of the changes in the figures.	12
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4(a)	<p>Identify and explain <u>two</u> reasons why batch production is suitable for BB.</p> <p>Knowledge [2 × 1] – award one mark for each relevant reason Analysis [2 × 1] – award one mark for a relevant explanation for each reason Application [2 × 2] – award two application marks for each reason</p> <p>Award one mark for each reason (maximum of two), such as:</p> <ul style="list-style-type: none"> • Demand for the product/The size of the market • The nature of the product • The size of the business • The nature of demand/seasonal or continuous <p>Award a maximum of three additional marks for each explanation – 2 of which must be applied to this context – of the reason.</p> <p>Indicative response:</p> <p>BB produce different styles of handbags (ap) and the demand for each style is not large (k) so a large output of each style of handbag is not required and batch production where the quantities produced are smaller is more suitable for BB's products. (an) BB's handbags are high quality and sold at high prices therefore this means the demand is not large. (ap)</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>Possible application marks: small private limited company; manufactures leather handbags and belts; best quality leather; uses own brand name; sold to large retailers; leather purchased -same local business; supplier guarantees high quality leather; always delivered on time; skilled workers; wage costs are kept low by employing young workers to pack the products; demand for its handbags is price inelastic; loyal customers to the BB brand.</p> <p>There may be other examples in context that have not been included here.</p> </div>	8

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4(b)	<p>Consider how the following <u>three</u> legal controls might affect BB. Which legal control is likely to have the biggest effect on BB's profit? Justify your answer.</p> <p>Relevant points might include:</p> <table border="1" data-bbox="304 416 1329 936"> <tr> <td data-bbox="304 416 531 533">Restrictions on the waste put into rivers</td> <td data-bbox="531 416 1329 533">Increased costs of cleaning up waste – reduce profit – but if all businesses have to do this then competitiveness not affected – less effect on profit</td> </tr> <tr> <td data-bbox="304 533 531 786">All materials used in the product must be listed on the product packaging</td> <td data-bbox="531 533 1329 786">Cannot make false claims about materials used – customers trust information provided on packaging – assured of the quality materials being used – increases BB sales – increases profit Competitors information must be truthful – cannot claim they use high quality materials if not true – increases sales if clear the quality is higher for BB products</td> </tr> <tr> <td data-bbox="304 786 531 936">Restrictions on the youngest age a person can start work</td> <td data-bbox="531 786 1329 936">May increase wage cost if young workers cannot be employed – reduces profit – but if efficiency increases – no effect – may already employ skilled workers – so no effect.</td> </tr> </table> <p>Knowledge/Analysis/Evaluation – award up to 10 marks using the levels-based mark scheme below.</p> <table border="1" data-bbox="304 1039 1329 1525"> <tr> <td data-bbox="304 1039 531 1088"></td> <td data-bbox="531 1039 1329 1088">Knowledge/Analysis/ Evaluation</td> </tr> <tr> <td data-bbox="304 1088 531 1346">Level 3</td> <td data-bbox="531 1088 1329 1346">At least 2 × Level 2 + 9–10 marks for well justified conclusion as to which legal control will have the biggest effect on profit and why the others less effect. 7–8 marks for some limited conclusion as to which legal control will have the biggest effect on profit.</td> </tr> <tr> <td data-bbox="304 1346 531 1429">Level 2</td> <td data-bbox="531 1346 1329 1429">4–6 marks Discussion of the effects of the legal controls.</td> </tr> <tr> <td data-bbox="304 1429 531 1525">Level 1</td> <td data-bbox="531 1429 1329 1525">1–3 marks Outline of the effects of the legal controls.</td> </tr> </table>	Restrictions on the waste put into rivers	Increased costs of cleaning up waste – reduce profit – but if all businesses have to do this then competitiveness not affected – less effect on profit	All materials used in the product must be listed on the product packaging	Cannot make false claims about materials used – customers trust information provided on packaging – assured of the quality materials being used – increases BB sales – increases profit Competitors information must be truthful – cannot claim they use high quality materials if not true – increases sales if clear the quality is higher for BB products	Restrictions on the youngest age a person can start work	May increase wage cost if young workers cannot be employed – reduces profit – but if efficiency increases – no effect – may already employ skilled workers – so no effect.		Knowledge/Analysis/ Evaluation	Level 3	At least 2 × Level 2 + 9–10 marks for well justified conclusion as to which legal control will have the biggest effect on profit and why the others less effect. 7–8 marks for some limited conclusion as to which legal control will have the biggest effect on profit.	Level 2	4–6 marks Discussion of the effects of the legal controls.	Level 1	1–3 marks Outline of the effects of the legal controls.	12
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	<p>Level 1 – 1 mark for each L1 statement (max of 3 marks) e.g. Increased cost of cleaning up waste.</p> <p>Level 2 – one L2 calculation can gain 4 marks and a further mark can be awarded for each additional L2 explanation (max 6 marks) e.g. Increased cost of cleaning up waste meaning that profit is reduced. However, if all the handbag manufacturers also have to clean up waste products then the costs for all producers will increase and they might all increase prices. This may mean that there is little effect on profit. (L2 plus app for considering handbag manufacturer)</p> <p>Level 3 – For L3 to be awarded there needs to be at least two L2 marks awarded and then a conclusion as to which legal control will have the biggest effect on BB profit.</p> <p>Award up to 2 additional marks for relevant application.</p> <div style="border: 1px solid black; padding: 5px;"> <p>Possible application marks: manufactures leather handbags and belts; best quality leather; uses own brand name; sold to large retailers; leather purchased -same local business; supplier guarantees high quality leather; uses batch production; skilled workers; wage costs are kept low by employing young workers to pack the products; use material that looks like leather but cheaper; demand for its handbags is price inelastic; loyal customers to the BB brand.</p> </div> <p>There may be other examples in context that have not been included here.</p>	