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BUSINESS STUDIES

0450/22

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.



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]

(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]

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]

(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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[12]

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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