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CANDIDATE NAME

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7507197212

BUSINESS STUDIES **0450/22**

Paper 2 Case Study **October/November 2024**

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 BB 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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(b) Consider the advantages and disadvantages of the following **three** methods BB could use to motivate its production workers. Which method should BB use? Justify your answer.

- Piece rate
- Teamworking
- Job rotation

Piece rate: .....

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Teamworking: .....

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Job rotation: .....

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Recommendation: .....

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2 **(a)** Explain **two** effects of BB having a short chain of command.

Effect 1: .....

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Explanation: .....

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Effect 2: .....

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Explanation: .....

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(b) Consider the following **three** extension strategies BB could use for its best-selling product. Which strategy should BB use? Justify your answer.

- Adding new features
- Start selling in toy shops
- Television advertising campaign

Adding new features: .....

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Start selling in toy shops: .....

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Television advertising campaign: .....

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Recommendation: .....

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3 **(a)** Explain **one** way each of the following stakeholder groups might be affected by a business becoming a multinational company.

Effect on shareholders: .....

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Effect on employees: .....

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Effect on suppliers: .....

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Effect on the government: .....

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(b) Using Appendix 2 and other information, consider the **two** countries BB could choose to locate its first new factory. Which country should BB choose? Justify your answer.

Country A: .....

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Country B: .....

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Recommendation: .....

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4 **(a)** Explain **two** reasons why BB might want to sell its products in new markets in other countries.

Reason 1: .....

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Explanation: .....

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Reason 2: .....

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Explanation: .....

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(b) Using Appendix 3 and other information, consider BB's financial performance compared to its main competitor. Do you think BB's financial performance is better than its competitor? Justify your answer using appropriate calculations.

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Conclusion: .....

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