

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS International General Certificate of Secondary Education

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

BUSINESS STUDIES

0450/21

Paper 2

May/June 2010

1 hour 45 minutes

Candidates answer on the Question Paper.

Additional Materials:

Insert

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name on all the work you hand in.

Write in dark blue or black pen.

Do not use staples, paper clips, highlighters, glue or correction fluid.

DO NOT WRITE IN ANY BARCODES.

Answer all questions.

The Insert contains the case study.

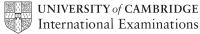
The business described in this question paper is entirely fictitious.

At the end of the examination, fasten all your work securely together.

The number of marks is given in brackets [] at the end of each question or part question.

For Exam	iner's Use
1	
2	
3	
4	
5	
Total	

This document consists of 11 printed pages, 1 blank page and 1 Insert.



1	(a)	Bimisi has higher profits as a business aim. Identify and explain two other aims Bimisi might have for the business.
		Aim 1:
		Explanation:
		Aim 2:
		Explanation:
		[8]

Bimisi wants to increase the profit margins of the business. Using Appendix 1, suggest three ways in which he might achieve this. Advise him on the best way. Justify your answer.	Ex
Way 1:	
Explanation:	
Way 2:	
Explanation:	
Way 3:	
Explanation:	
Best Way:	

2	(a)	If Bimisi expands the business he will need to take on new employees and train them. Explain two reasons why Bimisi wants well trained employees.	E
		Reason 1:	
		Explanation:	
		Reason 2:	
		Explanation:	
		Ехріанацоп.	
		[8]	

If Bimisi decides to expand the business he may need to employ bus drivers and tourist guides. Do you think that Bimisi should use on-the-job training or off-the-job training for each of these types of employee? Justify your answer.	Exa
Bus drivers:	
-	
Tourist guides:	

3	(a)	Before offering bus tours to tourists, Bimisi will need to carry out market research. Suggest four questions to use in market research which Bimisi might find useful in deciding which bus tours to offer tourists. Explain why each question would be useful.
		Question 1:
		Explanation:
		Question 2:
		Explanation:
		Question 3:
		Explanation:
		Question 4:
		Explanation:
		[8]

Bimisi could either sell the bus tours directly to tourists or encourage hotels and holiday companies to sell the tours for the company. Explain the advantages and disadvantages of each approach to selling the bus tours. Which approach would you recommend for Bimisi? Justify your answer.	Exan U
Selling bus tours directly to tourists:	
Hotels and holiday companies sell tours:	
Recommendation:	
[12]	

1	(a)	Identify and explain two reasons why employees at Bimisi Buses might want to be members of a trade union.	For Examiner's Use
		Reason 1:	USE
		Explanation:	
		Reason 2:	
		Explanation:	
		[8]	

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(b)	Governments often pass laws to protect employees and customers. Do you think it is necessary to have Government laws in order to protect employees and customers of bus companies such as Bimisi Buses? Justify your answer.	For Examiner's Use
	[12]	

5	(a)	If Bimisi decides to expand the business he will probably need a bank loan. Identify and explain two pieces of information that Bimisi will need to provide to the bank manager in order to get the bank loan.
		First piece of information:
		Explanation:
		Second piece of information:
		Explanation:
		[8]

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Option B? (These options are described in the case study.) Justify your answer.
Option A:
Decision:

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