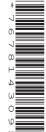


UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS General Certificate of Education Ordinary Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		



BUSINESS STUDIES 7115/22

Paper 2 October/November 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 businesses described in this question paper are 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	For Examiner's Use			
1				
2				
3				
4				
5				
Total				

1	(a)	Kim and Selina buy food for the restaurant from local farms. Explain two factors Kim and Selina should take into account when deciding from which farms to buy the food.	For Examiner's Use
		Factor 1:	030
		Factor 2:	
		[8]	

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Kim and Selina use the services of a number of tertiary businesses including banks, insurance companies, Internet provider and advertising agency. Do you think the restaurant could be successful without each of these services? Justify your answer.	Exa
Banks:	
Insurance companies:	
Internet provider:	
Advertising agency:	

2	(a)	Kim and Selina want to increase the number of times the restaurant is hired out for weddings and birthday parties. Identify and explain four types of promotion the restaurant could use to increase the number of customers.
		Type of promotion 1:
		Explanation:
		Type of promotion 2:
		Explanation:
		Type of promotion 3:
		Explanation:
		Type of promotion 4:
		Explanation:
		[8]

Use

For Examiner's

	Appendix 2, compare the two job applicants and decide which applicant you would choose to employ. Explain the reasons for your choice.
•	
•	
•	

3	(a)	The restaurant is located near to several restaurants which are competitors. Identify and explain two advantages and two disadvantages to the business of being located near to competitors.
		Advantage 1:
		Explanation:
		Advantage 2:
		Explanation:
		Disadvantage 1:
		Explanation:
		Disadvantage 2:
		Explanation:
		[8]

Use

For Examiner's

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(b)	Kim and Selina could expand the business through the opening of franchised restaurant outlets. Do you think this is a good idea? Justify your answer.	For Examiner's Use
	[12]	

4	(a)	The gross profit margin for the family dining area is 68% and the net profit margin for the family dining area is 16%. Using the information in Appendix 1, calculate the gross profit margin and net profit margin for the expensive dining area. Show your working.	For Examin Use
		Gross profit margin:	
		Net profit margin:	
		[0]	

ner's

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	Using the information in the case, consider the three options for expanding the business and advise Kim and Selina which would be the best option to choose. Justify your answer.
	Option 1 (buy a boat to convert to a restaurant):
(Option 2 (buy additional restaurant):
(Option 3 (relocate to new large restaurant):
,	
I	Recommendation:

5	(a)	Explain two problems for Kim and Selina's business if the customer service in the expensive dining area was of poor quality.	For Examiner's Use
		Problem 1:	
		Problem 2:	
		[8]	

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Consumers: .	 	 	
Environment:	 	 	
•••••	 •••••	 	

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