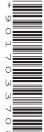


UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS International General Certificate of Secondary Education

CANDIDATE NAME							
CENTRE NUMBER				CANDIDA NUMBER	- 1		



BUSINESS STUDIES 0450/22

Paper 2 May/June 2013
1 hour 45 minutes

Candidates answer on the Question Paper.

No Additional Materials are required.

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.

l	(a)	Identify two stakeholders of TWP and explain why each stakeholder is interested in the business.	
		Stakeholder 1:	
		Explanation:	
		Stakeholder 2:	
		Explanation:	
		[0]	

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wood or	whether it should change to buying locally produced wood. Justify your answe
mport w	ood:
D 1 -	
Buy loca	Ily produced wood:
Recomm	nendation:

2	(a)	Identify and explain two reasons why the business objectives of growth and increased profits are important to TWP.	For Examiner's Use
		Reason 1:	
		Explanation:	
		Reason 2:	
		Explanation:	
		[8]	

(TWP wants to start selling directly to customers who build or repair their own houses. Consider the advantages and disadvantages of three methods of promotion it could use. Recommend the best method to use. Justify your answer.	E
N	Method 1:	
•		
١	Method 2:	
•		
•		
•		
•		
•		
١	Method 3:	
F	Recommendation:	

3	(a)	TWP has taken out a bank loan and arranged an overdraft. Identify and explain two differences between a bank loan and an overdraft.
		Difference 1:
		Explanation:
		Difference 2:
		Explanation:
		[8]

Refer to Appendix 1. Do you think Tibalt should be pleased with the profitability of the business? Justify your answer by calculating the gross profit margin and the net profit margin for both years.	E

1	(a)	Tibalt wants to motivate his employees. Identify and explain four ways he could use to motivate his employees.	Ex
		Way 1:	
		Explanation:	
		Way 2:	
		Explanation:	
		Way 3:	
		Explanation:	
		Way 4:	
		Explanation:	
		[8]	

1	Consider the advantages and disadvantages of both job production and batch production for TWP. Recommend which production method he should use when producing products to a design provided by the customer. Justify your answer.
	Job production:
	Batch production:
	Recommendation:
	[12]

5	(a)	The Government in country X supports sustainable development. Identify and explain two reasons why Governments pass laws to protect the environment.	For Examiner's Use
		Reason 1:	036
		Explanation:	
		Reason 2:	
		Explanation:	
		[8]	

b)	Consider the advantages and disadvantages of each of the options below. Do you think Tibalt should take over another business or open a new factory? Justify your answer.
	Option 1 – Take over another wood product manufacturer:
	Option 2 – Open a new TWP factory:
	Recommendation:
	[12]

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