

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS International General Certificate of Secondary Education

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		



BUSINESS STUDIES 0450/23

Paper 2 May/June 2012

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.

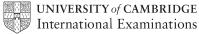
The business described in this question paper is entirely fictitious.

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.

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)	Identify and explain two advantages and two disadvantages to Vijay Singh of the business being a private limited company instead of a partnership.
		Advantage 1:
		Explanation:
		Advantage 2:
		Explanation:
		Disadvantage 1:
		Explanation:
		Disadvantage 2:
		Explanation:
		[8]

For Examiner's Use

a	Vijay wants new shareholders to invest in the company. Consider four different pieces of financial information someone would want to see before deciding whether to become a shareholder. Justify why each piece of information would be important in helping to decide whether or not to invest in the company.	Exa
Information 1:		
	Explanation:	
•		
•		
•		
I	nformation 2:	
E	Explanation:	
I	nformation 3:	
E	Explanation:	
•		
•		
•		
I	nformation 4:	
E	Explanation:	

2	(a)	Producing good quality school uniforms is very important to SCS. Identify and explain two reasons why good quality products are important to SCS.	For Examiner's Use
		Reason 1:	
		Explanation:	
		Reason 2:	
		Explanation:	
		[8]	

Appendix 3 informs Vijay that there are new laws which cover health and safety, employment and consumer protection. How important do you think each of these laws will be to SCS? Justify your answer.	For Examined Use
Health and safety:	
Employment:	
Consumer protection:	
[12]	

3	(a)	Good communication is important to business. Using two possible examples from SCS, explain how poor communication could affect the business.
		Example 1:
		Explanation:
		Example 2:
		Explanation:
		[8]

For Examiner's Use

Consider three types of training SCS could use for its newly recruited production workers. Recommend which one of the three types of training you think will be the most effective in increasing the productivity of its new production workers. Justify your choice.	F Exar L
Type 1:	
Type 2:	
Type 3:	
Recommendation:	
[12]	

1	(a)	Identify and explain two possible benefits for SCS of selling its uniforms on the Internet as well as through retail shops.	For Examiner's Use
		Benefit 1:	
		Explanation:	
		Benefit 2:	
		Explanation:	
		[8]	

For each item of secondary information listed below, consider how it might affect SCS's marketing decisions.					
Number of schools in the country with their own specially designed uniforms:					
Who are a compatitional and developed and add.					
Where competitors' products are sold:					
Competitors' prince:					
Competitors' prices:					

5	(a)	SCS uses batch production to manufacture its uniforms. Identify and explain one advantage and one disadvantage to SCS of using batch production.	For Examiner's Use
		Advantage:	
		Explanation:	
		Disadvantage:	
		Explanation:	
		[8]	

atios ι	option you think Vijay should choose. Justify your choice by calculating profitability sing information from Appendix 2.
Option	1:
Option	2:
Recom	mendation:
•••••	

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