



Cambridge O Level

CANDIDATE
NAME

CENTRE
NUMBER

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BUSINESS STUDIES

7115/22

Paper 2 Case Study

May/June 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.



1 (a) Explain **two** reasons why setting business objectives is important to JJ.

Reason 1:

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Explanation:

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Reason 2:

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Explanation:

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[8]

(b) Using Appendix 1 and other information, consider the **two** new products JJ could produce. Which product should JJ choose? Justify your answer using break-even calculations.

- Product A
- Product B

Product A:

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Product B:

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Recommendation:

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[12]

2 (a) Explain **two** benefits and **two** limitations for JJ of employing part-time workers in its factory.

Benefit 1:

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Benefit 2:

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Limitation 1:

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Limitation 2:

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[8]

(b) Consider the advantages and disadvantages of the following **three** ways JJ could promote its new product in country X. Which way should JJ use? Justify your answer.

- Advertising in fashion magazines
- Handing out leaflets in Main City
- Point-of-sale displays in shops

Advertising in fashion magazines:

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Handing out leaflets in Main City:

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Point-of-sale displays in shops:

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Recommendation:

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[12]

3 (a) Explain **four** reasons why profit is important to a business.

Reason 1:

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Reason 2:

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Reason 3:

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Reason 4:

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[8]

(b) Consider the opportunities and threats of ecommerce for JJ. Which is likely to have the most effect on JJ? Justify your answer.

Opportunities:

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Threats:

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Conclusion:

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[12]

- 4 (a) Using Appendix 2 and other information, explain **two** ways JJ may be affected by the forecast increase in unemployment in country X.

Way 1:

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Explanation:

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Way 2:

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Explanation:

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[8]

(b) Using Appendix 3 and other information, consider the following **two** environmental issues when JJ manufactures its products. Which issue should JJ choose to solve first? Justify your answer.

- Using coal for fuel in its factory
- Buying from suppliers that damage the environment

Using coal for fuel in its factory:

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Buying from suppliers that damage the environment:

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Conclusion:

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[12]

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