



**Cambridge International Examinations**  
Cambridge Ordinary Level

CANDIDATE  
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NUMBER

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**BUSINESS STUDIES**

**7115/22**

Paper 2

**October/November 2015**

**1 hour 30 minutes**

Candidates answer on the Question Paper.

No Additional Materials are required.

**READ THESE INSTRUCTIONS FIRST**

Write your Centre number, candidate number and name in the spaces at the top of this page.

Write in dark blue or black pen.

You may use an HB pencil for any diagrams, graphs or rough working.

Do not use staples, paper clips, 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.

The total number of marks for this paper is 80.

This document consists of **9** printed pages and **3** blank pages and **1** Insert.

1 (a) RRM is a small business. Identify and explain **two** reasons why RRM might remain small.

Reason 1: .....

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Explanation: .....

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Reason 2: .....

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Explanation: .....

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..... [8]



- 2 (a) Rafael's son wants to know more about motivating employees. Identify and explain **four** levels of Maslow's hierarchy of needs as they might apply to Rafael's employees.

Level: .....

Explanation: .....

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Level: .....

Explanation: .....

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Level: .....

Explanation: .....

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Level: .....

Explanation: .....

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..... [8]

(b) Rafael wants to recruit a new employee to help repair motorbikes. Consider how important each of the following factors are when choosing between the applicants for the job. Which is the most important factor? Justify your answer.

Age: .....

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Experience: .....

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Reason for leaving last job: .....

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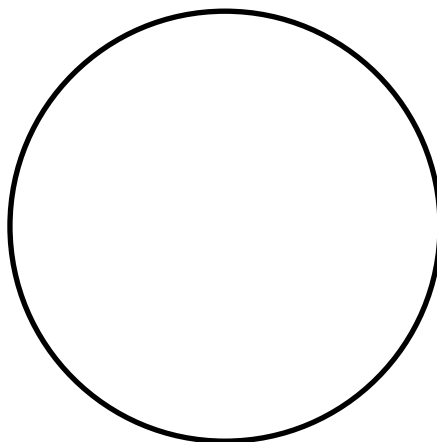
Most important factor: .....

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[12]

- 3 (a) Complete the **two** different forms of presentation shown below for the population data ... Appendix 1. Explain the advantages of each form of presentation.

First form of presentation:



Explanation: .....

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Second form of presentation:



Explanation: .....

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..... [8]



4 (a) Identify and explain the possible effects on Rafael's business of each of the following.

(i) Import quota on motorbikes: .....

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(ii) An appreciation of country X's currency : .....

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..... [8]



(b) Rafael wants to open another showroom in Main City. He has **two** options as outlined in Appendix 3. Consider the advantages and disadvantages of each option for RRM. Recommend which location Rafael should choose. Justify your answer.

Option A (near Main City): .....

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Option B (in the centre of Main City): .....

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Recommendation: .....

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[12]





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