

CANDIDATE  
NAME

CENTRE  
NUMBER

--	--	--	--	--

CANDIDATE  
NUMBER

--	--	--	--



**BUSINESS STUDIES**

**0450/22**

Paper 2

**February/March 2017**

**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.

The syllabus is approved for use in England, Wales and Northern Ireland as a Cambridge International Level 1/Level 2 Certificate.

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

- 1 (a) Identify and explain **two** reasons why having a brand image for its products is important to BB.

Reason 1: .....

.....

Explanation: .....

.....

.....

.....

.....

.....

Reason 2: .....

.....

Explanation: .....

.....

.....

.....

.....

..... [8]

(b) Consider the advantages and disadvantages of the following **two** ways of increasing BB's profit. Recommend the best way for BB to choose. Justify your answer.

Increasing prices: .....

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

Changing to lower cost materials: .....

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

Recommendation: .....

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

[12]

2 (a) Identify and explain **four** ways BB could use the Internet.

Way 1: .....

.....

Explanation: .....

.....

Way 2: .....

.....

Explanation: .....

.....

Way 3: .....

.....

Explanation: .....

.....

Way 4: .....

.....

Explanation: .....

..... [8]



3 (a) Identify and explain **two** benefits to BB of having an organisation chart.

Benefit 1: .....

.....

Explanation: .....

.....

.....

.....

.....

.....

Benefit 2: .....

.....

Explanation: .....

.....

.....

.....

.....

.....

[8]



4 (a) Identify and explain **two** reasons why batch production is suitable for BB.

Reason 1: .....

.....

Explanation: .....

.....

.....

.....

.....

.....

Reason 2: .....

.....

Explanation: .....

.....

.....

.....

.....

.....

[8]



(b) Consider how the following **three** legal controls might affect BB. Which legal control is likely to have the biggest effect on BB's profit? Justify your answer.

Restrictions on the waste put into rivers:

.....  
.....  
.....  
.....  
.....  
.....

All materials used in the product must be listed on the product packaging:

.....  
.....  
.....  
.....  
.....  
.....

Restrictions on the youngest age that a person can start work:

.....  
.....  
.....  
.....  
.....  
.....

Conclusion: .....

.....  
.....  
.....  
.....  
.....  
.....

[12]





**BLANK PAGE**

---

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge International Examinations Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at [www.cie.org.uk](http://www.cie.org.uk) after the live examination series.

Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.