



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
International General Certificate of Secondary Education

CANDIDATE
NAME

CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--



BUSINESS STUDIES

0450/23

Paper 2

October/November 2011

1 hour 45 minutes

Candidates answer on the Question Paper.

Additional Materials: Insert

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 businesses described in this question paper are 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 Examiner's Use	
1	
2	
3	
4	
5	
Total	

This document consists of **11** printed pages, **1** blank page and **1** Insert.



- 1 (a) The directors of LL Drinks want to increase its market share. Identify and explain **two** other aims the directors might have for the business.

For
Examiner's
Use

Aim 1:

Explanation:

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

Aim 2:

Explanation:

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

[8]

- 2 (a) Referring to the information in the case, identify and explain **two** reasons why people might want to become shareholders of LL Drinks.

Reason 1:

.....

Explanation:

.....

.....

.....

.....

.....

Reason 2:

.....

Explanation:

.....

.....

.....

.....

..... [8]

(b) LL Drinks might take over a competitor (Option 2). Identify **four** stakeholders of LL Drinks that would be affected by this takeover. Do you think each of these stakeholders would benefit from the takeover? Justify your answer.

For
Examiner's
Use

Stakeholder 1:
.....
.....
.....
.....
.....

Stakeholder 2:
.....
.....
.....
.....
.....

Stakeholder 3:
.....
.....
.....
.....
.....

Stakeholder 4:
.....
.....
.....
.....
.....

[12]

- 3 (a) LL Drinks sells a wide range of branded drinks. Identify and explain **two** ways that LL Drinks could promote a new fruit drink aimed at young children.

First way:

.....

Explanation:

.....

.....

.....

.....

.....

Second way:

.....

Explanation:

.....

.....

.....

.....

..... [8]

(b) Using the information in Appendix 1 and the rest of the case, consider the **two** options for increasing the market share of LL Drinks. Recommend which one of the two options the directors should choose. Justify your choice using appropriate calculations of profitability ratios.

For
Examiner's
Use

Option 1 (Sell existing brands in more countries):

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

Option 2 (Take over competitor):

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

Recommendation:

.....
.....
.....
.....
.....
.....
.....
..... [12]

- 4 (a) As LL Drinks expands it could gain from economies of scale. Identify and explain **two** examples of economies of scale the business might benefit from as it expands.

Example 1:

Explanation:

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

Example 2:

Explanation:

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

[8]

(b) LL Drinks is considering building a new factory to produce and sell fruit drinks in either Country A or Country B. Refer to Appendix 3. Consider the advantages and disadvantages of each country and recommend the country where they should build the new factory. Justify your choice.

For
Examiner's
Use

Country A:

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Country B:

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Recommendation:

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

[12]

- 5 (a) If LL Drinks decides to open a new factory in another country, it will need to give the workers an employment contract and obey Health and Safety laws. Identify what is meant by an 'employment contract' and 'Health and Safety laws' and explain why each is important for the employee.

Employment contract:

.....

Explanation of importance to employee:

.....

.....

.....

.....

.....

Health and Safety laws:

.....

Explanation of importance to employee:

.....

.....

.....

.....

..... [8]

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.

University of 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.