



Cambridge O Level

CANDIDATE
NAME



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NUMBER

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BUSINESS STUDIES

7115/22

Paper 2 Case Study

May/June 2025

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 **one** way each of the following problems might affect TSE when entering a new market in another country.

Cultural differences:

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Explanation:

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Lack of knowledge:

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

Explanation:

[8]





- Reduced absenteeism
- Lower labour turnover

Reduced absenteeism:

Lower labour turnover:

Conclusion:

.....

.....

.....

.....

[12]





2 (a) Explain **one** objective each of the following TSE stakeholder groups might have.

Shareholders:

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Suppliers:

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.....

Employees:

.....

.....

Customers:

.....

.....

[8]

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- Improving labour skills
- Increasing automation and technology

Improving labour skills:

Increasing automation and technology:

Recommendation:

.....

.....

.....

.....

[12]





3 (a) Explain **four** ways market research information can help a business.

Way 1:

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Way 2:

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Way 3:

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Way 4:

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[8]

DO NOT WRITE IN THIS MARGIN





- Head office in country P continues to purchase the raw materials for all TSE factories
- TSE's factory managers in each country purchase raw materials locally

Head office in country P continues to purchase the raw materials for all TSE factories:

TSE's factory managers in each country purchase raw materials locally:

Recommendation:

[12]





4 (a) Explain **two** possible effects on TSE of the business cycle in country P moving into the recession stage.

Effect 1:

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Explanation:

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Effect 2:

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Explanation:

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[8]





Company A:

Company B:

Recommendation:



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