

CANDIDATE
NAME

CENTRE
NUMBER

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CANDIDATE
NUMBER

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BUSINESS STUDIES

7115/22

Paper 2

October/November 2014

1 hour 45 minutes

Candidates answer on the Question Paper.

No Additional Materials are required.

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, 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.

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

1 (a) Identify and explain **two** advantages to ACE of being a public limited company.

Advantage 1:

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Explanation:

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Advantage 2:

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Explanation:

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.....[8]

- 2 (a) Identify and explain **one** advantage and **one** disadvantage to ACE of all of its employees being members of a trade union.

Advantage:

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Explanation:

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Disadvantage:

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Explanation:

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.....[8]

- (b) Consider the advantages and disadvantages of **two** management styles which could be used by managers at ACE. Recommend which would be the best style for the managers to use if they want to improve motivation. Justify your answer.

Management style 1:

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Management style 2:

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Recommendation:

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[12]

- 3 (a) Identify and explain **two** suitable pricing strategies ACE could use when selling its products in new markets in other countries.

Pricing strategy 1:

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Explanation:

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Pricing strategy 2:

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Explanation:

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..... [8]

- 4 (a) Identify **four** stakeholder groups of ACE and explain why each group will be interested in the published accounts.

Stakeholder 1:

Explanation:

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Stakeholder 2:

Explanation:

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Stakeholder 3:

Explanation:

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Stakeholder 4:

Explanation:

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.....[8]

5 (a) Refer to Appendix 2.

(i) Identify and explain **one** effect on businesses in country Z of changes in the agricultural sector.

Effect:

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Explanation:.....

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.....[4]

(ii) Identify and explain **one** effect on businesses in country Z of changes in the secondary sector.

Effect:

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Explanation:.....

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.....[4]

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