



Cambridge O Level

CANDIDATE
NAME

CENTRE
NUMBER

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CANDIDATE
NUMBER

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BUSINESS STUDIES

7115/21

Paper 2 Case Study

October/November 2020

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. Blank pages are indicated.



1 (a) Explain **two** reasons why having business objectives is important to Gemma.

Reason 1:

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Explanation:

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Reason 2:

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Explanation:

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[8]

(b) Consider the advantages and disadvantages of buying the Beautywise franchise. Do you think Gemma was right to buy the franchise? Justify your answer.

Advantages:

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Disadvantages:

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Conclusion:

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[12]

- 2 (a) Explain **four** requirements for the new manager that Gemma should include in the job specification below.

Job specification for the shop manager

Job title: Shop manager
Location: New shop
Details of job: Manage the shop and the employees

Requirement 1:

Explanation:.....

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Requirement 2:

Explanation:.....

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Requirement 3:

Explanation:.....

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Requirement 4:

Explanation:.....

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[8]

- (b) Consider the advantages and disadvantages of the **three** towns for the new shop shown in Appendix 3. Recommend which town Gemma should choose for the location of the new shop. Justify your answer.

Town A:

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Town B:

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Town C:

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Recommendation:

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[12]

3 (a) Explain why liquidity and profitability are important to a business.

Liquidity:

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Profitability:

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[8]

(b) Consider the advantages and disadvantages of the following **three** sales promotion methods Gemma could use for the new shop. Recommend which method Gemma should choose to maximise revenue. Justify your answer.

- Buy one, get 50% off second purchase
- 10% off everything in the shop for one week after opening
- Pay a celebrity to open the shop

Buy one, get 50% off second purchase:.....

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10% off everything in the shop for one week after opening:.....

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Pay a celebrity to open the shop:.....

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Recommendation:.....

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[12]

4 (a) Explain the effect of the following changes on GJ.

- Depreciation in the exchange rate of country Z
- Increase in income tax in country Z

Depreciation in the exchange rate of country Z:

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Increase in income tax in country Z:

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[8]

(b) Consider how the following **three** changes might affect GJ. Which change is likely to have the most effect on GJ's profit? Justify your answer.

- All jewellery packaging must state in which country the product has been made
- Country Z has entered a boom phase of the business cycle
- A higher percentage of people in country Z use mobile (cell) phones

All jewellery packaging must state in which country the product has been made:.....

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Country Z has entered a boom phase of the business cycle:

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A higher percentage of people in country Z use mobile (cell) phones:.....

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Conclusion:

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[12]

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