Cambridge Assessment International Education

Cambridge IGCSE™

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

2035001524

BUSINESS STUDIES **0450/22**

Paper 2 Case Study **May/June 2023**

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 **four** characteristics needed for an entrepreneur to be successful.

Characteristic 1: ....

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Characteristic 2: ....

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Characteristic 3: ....

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Characteristic 4: ....

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.... [8]

(b) Consider the advantages and disadvantages of starting up ET as either an unincorporated business or as a limited company. Which should Zane and Zaara choose? Justify your answer.

Unincorporated business: ....

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Limited company: ....

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Recommendation: ....

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.... [12]

2 **(a)** Explain **one** business objective for ET and **one** other objective that a social enterprise like Daycare might have.

Business objective for ET: ....

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Explanation: ....

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Objective for a social enterprise like Daycare: ....

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Explanation: ....

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.... [8]

(b) Using Appendix 2 and other information, consider the **two** options for the first performance at the theatre. Which is the best option for Zaara to choose? Justify your answer using suitable calculations.

Option 1: ....

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Option 2: ....

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Recommendation: ....

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.... [12]

3 (a) Explain **four** reasons why it is important that Zane prepares a cash-flow forecast before starting ET.

Reason 1: ....

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Reason 2: ....

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Reason 3: ....

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Reason 4: ....

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.... [8]

(b) Consider the following **three** roles of marketing for ET. Which role will be the most important for ET to be successful? Justify your answer.

- Identifying customer needs
- Satisfying customer needs
- Maintaining customer loyalty

Identifying customer needs: ....

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Satisfying customer needs: ....

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Maintaining customer loyalty: ....

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Conclusion: ....

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.... [12]

4 (a) Explain **two** leadership styles that Zane and Zaara could use when managing ET's employees.

Leadership style 1: ....

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Explanation: ....

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Leadership style 2: ....

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Explanation: ....

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(b) Consider the following **three** ethical issues for the theatre. Which ethical issue is likely to have the biggest effect on ET? Justify your answer.

- Paying fair wages to employees
- Only buying costumes produced in the local community
- Purchasing all refreshments from suppliers that do not pollute the environment

Paying fair wages to employees: ....

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Only buying costumes produced in the local community: ....

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Purchasing all refreshments from suppliers that do not pollute the environment: ....

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Conclusion: ....

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