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CAMBRIDGE
International Education

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CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

1260049956

BUSINESS STUDIES **0450/22**

Paper 2 Case Study **May/June 2026**

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. Do **not** use correction fluid or tape.
- 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.

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1 **(a)** Explain **four** ways to measure the size of KE.

way 1 .....

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way 2 .....

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way 3 .....

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way 4 .....

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(b) Consider the following **three** methods of primary market research KE could use for its new product. Which method should KE use? Justify your answer.

- interviews
- focus groups
- questionnaires

interviews .....

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focus groups .....

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questionnaires .....

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recommendation .....

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2 **(a)** Explain **four** roles of packaging for a product.

role 1 .....

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role 2 .....

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role 3 .....

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role 4 .....

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(b) Using Appendix 1 and other information, consider the following **two** possible locations for KE's second factory. Which location should KE choose? Justify your answer.

- location A
- location B

location A .....

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location B .....

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recommendation .....

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3 **(a)** Explain **two** advantages for KE of introducing lean production.

advantage 1 .....

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explanation .....

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advantage 2 .....

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explanation .....

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(b) Using Appendix 3 and other information, consider the **two** new products KE could produce. Which product should KE choose? Justify your answer using suitable calculations.

- product A
- product B

product A .....

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product B .....

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recommendation .....

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4 **(a)** Explain **two** reasons why training employees is important to KE.

reason 1 .....

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explanation .....

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reason 2 .....

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explanation .....

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(b) Consider the following **two** ways KE could become an ethical business. Which is likely to be the best way for KE? Justify your answer.

- buying from ethical suppliers
- paying fair wages to employees

buying from ethical suppliers .....

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paying fair wages to employees .....

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conclusion .....

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