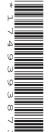


UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS International General Certificate of Secondary Education

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		



BUSINESS STUDIES

Paper 2 October/November 2012

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, highlighters, 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.

For Exam	iner's Use
1	
2	
3	
4	
5	
Total	

0450/22

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

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[Turn over

l (a)	Identify and explain four disadvantages for Trunal of setting up as a sole trader rather than working for an employer.
	Disadvantage 1:
	Explanation:
	Disadvantage 2:
	Explanation:
	Disadvantage 3:
	Explanation:
	Disadvantage 4:
	Explanation:

For Examiner's Use

•	Frunal is thinking of targeting just one type of customer. Do you think this is a good dea? Justify your answer using only the information in Appendix 1.
•	
•	
•	

2	(a)	KK Cars is described as a small business. Identify and explain two ways the size of this business can be measured.	Ex
		Way 1:	
		Explanation:	
		Way 2:	
		Explanation:	
		ខ្មែរ	

For Examiner's Use

Option 1: Option 2: Recommendation:	oendix 3. ommend	Trunal wants to expand Consider the advantag which option Trunal sho	Consid	(
Recommendation:		Option 1:	Option	(
Recommendation:				
Recommendation:				•
Recommendation:				•
Recommendation:				
Recommendation:				
Recommendation:				•
		Option 2:	Option	(
				•
		Recommendation:	Recon	F

For Examiner's Use

3	(a)	Refer to Appendix 2. Trunal needs more information to be able to calculate what price to charge the customer. Identify four pieces of information missing from this email and explain why each would be needed.
		Information 1:
		Explanation:
		Information 2:
		Explanation:
		Information 3:
		Explanation:
		Information 4:
		Explanation:
		[8]

promote this service. Consider three methods of promotion he could use. Which method of promotion would be most effective? Justify your answer.	Ex
Method 1:	
Method 2:	
Method 3:	
Recommendation:	
Recommendation:	
Recommendation:	
Recommendation:	

(a)	If Trunal decides to lease a large luxury car he will need to employ skilled drivers. Explain how a job specification and interviewing applicants will help him to recruit the best drivers.	For Examiner's Use
	Job specification:	
	Interview:	
	[8]	

Consider three methods Trunal could use to motivate these drivers. Which do you think will be the most effective method for Trunal's business? Justify your answer.	E
Method 1:	
Method 2:	
Method 3:	
Recommendation:	
[12]	

5	(a)	The rate of economic growth in country X fell from 4% to 0% in the last year. Identify and explain two effects this might have on KK Cars.	For Examiner's Use
		Effect 1:	
		Explanation:	
		Effect 2:	
		Explanation:	
		[0]	

Consider the effects on Trunal's business of each of the following legal changes.	I
Higher standards of safety for taxis:	L
Shorter working hours for taxi drivers:	
Lower speed limits for taxis:	
[12]	

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