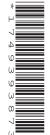


UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS International General Certificate of Secondary Education

| CANDIDATE NAME | | | | | |
|-------------------|--|--|---------------------|--|--|
| CENTRE NUMBER | | | CANDIDATE NUMBER | | |



BUSINESS STUDIES

0450/22

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 | |

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



| 1 | (a) | Identify and explain four disadvantages for Trunal of setting up as a sole trader rather than working for an employer. | For Examiner's Use |
|---|-----|---|--------------------------|
| | | Disadvantage 1: | |
| | | | |
| | | Explanation: | |
| | | | |
| | | Disadvantage 2: | |
| | | Explanation: | |
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| | | Disadvantage 3: | |
| | | | |
| | | Explanation: | |
| | | | |
| | | Disadvantage 4: | |
| | | Explanation: | |
| | | [8] | |
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| uou | Justify your answer using only the information in Appendix 1. | |
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| 2 | (a) | KK Cars is described as a small business. Identify and explain two ways the size of this business can be measured. | For Examiner's Use |
|---|-----|---|--------------------------|
| | | Way 1: | |
| | | | |
| | | Explanation: | |
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| | | Way 2: | |
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| | | Explanation: | |
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| which | der the advantages and disadvantages of each of these options. Recommend option Trunal should choose. Justify your answer. |
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| Option | 1: |
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| 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. | For Examiner's Use |
|---|-----|--|--------------------------|
| | | Information 1: | |
| | | | |
| | | Explanation: | |
| | | | |
| | | Information 2: | |
| | | Evaluation | |
| | | Explanation: | |
| | | Information 3: | |
| | | | |
| | | Explanation: | |
| | | | |
| | | Information 4: | |
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| | | Explanation: | |
| | | [8] | |

| (b) | If Trunal decides to expand his taxi service as explained in Option 2 then he will need to promote this service. Consider three methods of promotion he could use. Which method of promotion would be most effective? Justify your answer. | For Examiner's Use |
|-----|---|--------------------------|
| | Method 1: | |
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| | Method 2: | |
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| | Method 3: | |
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| | Recommendation: | |
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| 4 | (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: | |
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| | | Interview: | |
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| 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. |
|--|
| Method 1: |
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| Method 2: |
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| Method 3: |
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| Recommendation: |
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| 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: | |
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| | | Effect 2: | |
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| | | Explanation: | |
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| | | [8] | |

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

12

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