



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Ordinary Level

CANDIDATE
NAME

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NUMBER

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NUMBER

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BUSINESS STUDIES

7115/21

Paper 2

May/June 2010

1 hour 45 minutes

Candidates answer on the Question Paper.

Additional Materials: Insert

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 business described in this question paper is 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 Examiner's Use	
1	
2	
3	
4	
5	
Total	

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



- 1 (a) Bimisi has higher profits as a business aim. Identify and explain **two** other aims Bimisi might have for the business.

For
Examiner's
Use

Aim 1:

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Explanation:

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Aim 2:

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Explanation:

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..... [8]

(b) Bimisi wants to increase the profit margins of the business. Using Appendix 1, suggest **three** ways in which he might achieve this. Advise him on the best way. Justify your answer.

For
Examiner's
Use

Way 1:

Explanation:

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Way 2:

Explanation:

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Way 3:

Explanation:

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Best Way:

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..... [12]

- 2 (a) If Bimisi expands the business he will need to take on new employees and train them. Explain **two** reasons why Bimisi wants well trained employees.

Reason 1:

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Explanation:

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Reason 2:

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Explanation:

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..... [8]

- 3 (a) Before offering bus tours to tourists, Bimisi will need to carry out market research. Suggest **four** questions to use in market research which Bimisi might find useful in deciding which bus tours to offer tourists. Explain why each question would be useful.

Question 1:

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Explanation:

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Question 2:

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Explanation:

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Question 3:

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Explanation:

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Question 4:

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Explanation:

..... [8]

- 4 (a) Identify and explain **two** reasons why employees at Bimisi Buses might want to be members of a trade union.

Reason 1:

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Explanation:

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Reason 2:

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Explanation:

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..... [8]

- 5 (a) If Bimisi decides to expand the business he will probably need a bank loan. Identify and explain **two** pieces of information that Bimisi will need to provide to the bank manager in order to get the bank loan.

First piece of information:

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Explanation:

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Second piece of information:

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Explanation:

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..... [8]

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