



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Ordinary Level

CANDIDATE
NAME

CENTRE
NUMBER

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CANDIDATE
NUMBER

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BUSINESS STUDIES

7115/21

Paper 2

October/November 2013

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.

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



1 (a) Identify and explain **two** possible reasons why Shahila wants to expand her business.

For
Examiner's
Use

Reason 1:

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Explanation:

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Reason 2:

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Explanation:

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..... [8]

- 2 (a) Identify and explain **two** reasons why Shahila wants good quality food products to be served from her stall.

Reason 1:

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Explanation:

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Reason 2:

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Explanation:

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..... [8]

(b) Shahila plans to promote her food stall. Consider the advantages and disadvantages of the following **three** methods of promotion. Recommend which one she should choose. Justify your choice.

For
Examiner's
Use

Competitions with prizes for customers:

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Giving out discount vouchers:

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Posters in local hotels:

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Recommendation:

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[12]

- 3 (a) Identify and explain **two** reasons why Shahila will have to pay a higher rent for a café in the centre of the city.

Reason 1:

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Explanation:

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Reason 2:

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Explanation:

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..... [8]

(b) Consider the **two** options for expanding the business. Recommend which option Shahila should choose. Justify your choice by calculating the net profit per week for each option.

For
Examiner's
Use

Option 1 (food stall near football stadium):

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Option 2 (café in centre of city):

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Recommendation:

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..... [12]

- 4 (a) If Shahila chooses Option 2, then she will have to decide on the café opening hours. Identify and explain **four** factors which will affect the opening hours she chooses.

Factor 1:

Explanation:

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Factor 2:

Explanation:

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Factor 3:

Explanation:

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Factor 4:

Explanation:

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..... [8]

5 (a) Identify and explain **two** benefits to Shahila of keeping a short chain of command as the business expands.

Benefit 1:

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Explanation:

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Benefit 2:

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Explanation:

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..... [8]

(b) The following **three** factors affect the success of Yum Yum Food. For each of the factors explain how sales are affected. Which factor do you think is likely to affect sales the most? Justify your answer.

For
Examiner's
Use

Unemployment increasing in the capital city:

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Meat prices increasing:

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Government increases taxes:

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Factor affecting sales the most:

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[12]

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