

CANDIDATE
NAME

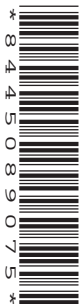
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CENTRE
NUMBER

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BUSINESS STUDIES

7115/22

Paper 2

May/June 2015

1 hour 30 minutes

Candidates answer on the Question Paper.

Additional Materials: Insert.

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name in the spaces at the top of this page.

Write in dark blue or black pen.

You may use an HB pencil for any diagrams, graphs or rough working.

Do not use staples, paper clips, 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.

The total number of marks for this paper is 80.

This document consists of **9** printed pages, **3** blank pages and **1** Insert.

- 1 (a) Samah and Selina wrote a business plan before FF started trading 5 years ago. Identify and explain **two** ways their business plan might have helped to make the business successful.

Way 1:

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Explanation:

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Way 2:

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Explanation:

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..... [8]

2 (a) Identify and explain **two** benefits to FF of targeting a specific market segment for its products.

Benefit 1:

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Explanation:

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Benefit 2:

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Explanation:

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[8]

- 3 (a) Samah and Selina are considering buying ingredients from another supplier called ABC (see Appendix 2). Identify and explain **one** advantage and **one** disadvantage to FF of changing to ABC.

Advantage:

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Explanation:

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Disadvantage:

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Explanation:

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- 4 (a) The Government of country X has recently increased interest rates. Identify and explain **two** ways an increase in interest rates might affect FF.

Way 1:

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Explanation:

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Way 2:

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Explanation:

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..... [8]

(b) A multinational food company is producing and selling its products in country X (see Appendix 1). Consider the advantages and disadvantages to FF of this multinational operating in country X. Do you think it is beneficial to FF? Justify your answer.

Advantages to FF:

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Disadvantages to FF:

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Conclusion:

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[12]

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