



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
International General Certificate of Secondary Education

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BUSINESS STUDIES

0450/02

Paper 2

October/November 2009

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 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 Examiner's Use

1	
2	
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4	
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Total	

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



- 1 (a) Dilip is a sole trader. Identify and explain **one** advantage and **one** disadvantage to Dilip of being a sole trader.

Advantage:

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Explanation:

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Disadvantage:

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Explanation:

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..... [8]

Dilip wants to raise \$50 000 to convert the old farm buildings into holiday houses. He is considering three options for financing this:

- bank loan
- forming a partnership
- overdraft.

- (b) Consider the advantages and disadvantages of the three options and advise Dilip on which would be the most suitable source of finance to use. Justify your recommendation.

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Option 1 (bank loan):

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Option 2 (forming a partnership):

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Option 3 (overdraft):

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Recommendation:

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..... [12]

- 2 (a) Dilip needs to recruit employees to look after the tourists who would stay at the holiday houses (see Appendix 3). Identify **four** questions Dilip should ask when interviewing applicants for these jobs. Explain why each question should be asked.

For
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Use

Question 1:

Explanation:

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Question 2:

Explanation:

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Question 3:

Explanation:

.....

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Question 4:

Explanation:

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..... [8]

- [12

Primary research was carried out, using interviews, to research the market (see Appendix 3).

*For
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Use*

- 3 (a)** Identify and explain **two** advantages of using interviews to research the market for Dilip's holiday houses.

Advantage 1:

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Explanation:

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Advantage 2:

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Explanation:

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[8]

- (b) In what ways do you think the market research results will affect the 'product' and 'promotion' parts of the marketing mix for Dilip's holiday houses? Justify your answer.

For
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Use

Effects on product:

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Effects on promotion:

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..... [12]

- 4 (a) Dilip keeps the financial accounts for the business. Identify **three** stakeholders who would be interested in the business' accounts and explain why each would be interested in the accounts.

*For
Examiner's
Use*

Stakeholder 1:

Explanation:

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Stakeholder 2:

Explanation:

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Stakeholder 3:

Explanation:

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..... [8]

- [12

- 5 (a) Identify and explain **two** disadvantages to the farmers in country A of an increase (an appreciation) in country A's exchange rate.

Disadvantage 1:

Explanation:

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Disadvantage 2:

Explanation:

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..... [8]

(b) Do you think that all farmers in country A should produce only 'fair trade' products? Justify your answer.

[12]

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