



Cambridge O Level

CANDIDATE
NAME



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BUSINESS STUDIES

7115/22

Paper 2 Case Study

May/June 2025

1 hour 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- Answer **all** questions.
- Use a black or dark blue pen. You may use an HB pencil for any diagrams or graphs.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do **not** use an erasable pen or correction fluid.
- Do **not** write on any bar codes.
- You may use a calculator.

INFORMATION

- The total mark for this paper is 80.
- The number of marks for each question or part question is shown in brackets [].
- The insert contains the case study.

This document has **12** pages. Any blank pages are indicated.



- 1 (a) Explain **one** way each of the following problems might affect TSE when entering a new market in another country.

Cultural differences:

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Explanation:

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Lack of knowledge:

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Explanation:

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[8]





(b) Consider the following **two** benefits for TSE of having a well-motivated workforce. Which benefit is likely to be the most important to TSE? Justify your answer.

- Reduced absenteeism
- Lower labour turnover

Reduced absenteeism:

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Lower labour turnover:

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Conclusion:

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[12]





- 2 (a) Explain **one** objective each of the following TSE stakeholder groups might have.

Shareholders:

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Suppliers:

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Employees:

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Customers:

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[8]





(b) Consider the following **two** ways TSE could use to increase efficiency. Which way should TSE use? Justify your answer.

- Improving labour skills
- Increasing automation and technology

Improving labour skills:

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Increasing automation and technology:

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Recommendation:

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[12]





3 (a) Explain **four** ways market research information can help a business.

Way 1:

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Way 2:

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Way 3:

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Way 4:

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[8]





(b) Consider the following **two** ways TSE could purchase the raw materials for its factories. Which way should TSE use? Justify your answer.

- Head office in country P continues to purchase the raw materials for all TSE factories
- TSE's factory managers in each country purchase raw materials locally

Head office in country P continues to purchase the raw materials for all TSE factories:

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TSE's factory managers in each country purchase raw materials locally:

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Recommendation:

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[12]





- 4 (a) Explain **two** possible effects on TSE of the business cycle in country P moving into the recession stage.

Effect 1:

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Explanation:

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Effect 2:

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Explanation:

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[8]





- (b) Using Appendix 3 and other information, consider the extracts from the income statements for the **two** companies in country P. Which company should TSE take over? Justify your answer using suitable calculations.

Company A:

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Company B:

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Recommendation:

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[12]









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