



Cambridge O Level

CANDIDATE
NAME
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BUSINESS STUDIES

7115/22

Paper 2 Case Study

October/November 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 **four** ways a business plan could help Kathryn.

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]

DO NOT WRITE IN THIS MARGIN



- Telephone calls
- Emails

Telephone calls:

Emails:

Recommendation:

[12]



2 (a) Explain **two** benefits and **two** limitations of a business operating in a niche market.

Benefit 1:

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Benefit 2:

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Limitation 1:

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Limitation 2:

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[8]

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(b) Using Appendix 2 and other information, consider the following **three** elements of the possible marketing mix for FF's new shop. Which element is likely to be the most important? Justify your answer.

- Price – cost-plus pricing
- Place – selling some flowers through wedding planners
- Promotion – television advertising

Price – cost-plus pricing:

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Place – selling some flowers through wedding planners:

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Promotion – television advertising:

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Conclusion:

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[12]

[Turn over]



3 (a) Explain **two** reasons why FF uses job production.

Reason 1:

Explanation:

Reason 2:

Explanation:

[8]



- Bank overdraft
- Trade credit

Bank overdraft:

Trade credit:

Recommendation:

[12]



4 (a) Explain **two** reasons why high quality is important for FF.

Reason 1:

Explanation:

Reason 2:

Explanation:

[8]

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- Buying all flowers from sustainable sources
- Using electricity from renewable sources

Buying all flowers from sustainable sources:

Using electricity from renewable sources:

Recommendation:

[12]



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DFD



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