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BUSINESS STUDIES

0450/23

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 **two** reasons why customers might buy from ES rather than from one of its competitors.

Reason 1:

Explanation:

Reason 2:

Explanation:

[8]



- Partnership
- Private limited company

Partnership:

Private limited company:

Recommendation:

[12]



2 (a) Explain **two** benefits of ES having a short chain of command.

Benefit 1:

Explanation:

Benefit 2:

Explanation:

[8]



(b) Using Appendix 2 and other information, consider the **two** new products ES could produce. Which product should Tim choose? Justify your answer using break-even calculations.

- Product A
- Product B

Product A:

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Product B:

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Recommendation:

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[12]



3 (a) Explain **four** benefits to a business of using social media as its method of promotion.

Benefit 1:

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Benefit 2:

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Benefit 3:

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Benefit 4:

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[8]

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(b) Consider the advantages and disadvantages of ES using on-the-job or off-the-job training for its new employees. Which method should Tim use? Justify your answer.

On-the-job training:

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Off-the-job training:

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Recommendation:

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[12]



4 (a) Explain **one** way each of the following ES stakeholder groups might find the financial information in Appendix 3 useful.

Owners:

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Employees:

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Suppliers:

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Bank:

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[8]



(b) Consider the opportunities and threats of globalisation for ES. Are the threats likely to be greater than the opportunities for ES? Justify your answer.

Opportunities:

Threats:

Conclusion:

[12]





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