



**Cambridge International Examinations**  
Cambridge International General Certificate of Secondary Education

CANDIDATE NAME

CENTRE NUMBER 

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**BUSINESS STUDIES**

**0450/23**

Paper 2

**October/November 2015**

**1 hour 30 minutes**

Candidates answer on the Question Paper.

No Additional Materials are required.

**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.

The syllabus is approved for use in England, Wales and Northern Ireland as a Cambridge International Level 1/Level 2 Certificate.

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

1 (a) Identify and explain **two** objectives which Joey and Jennifer could set for the business.

Objective 1: .....

.....

Explanation: .....

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Objective 2: .....

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Explanation: .....

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.....[8]



- 2 (a) Identify and explain **four** suitable ways Joey could communicate with his employees if he wants them to work extra hours to complete an urgent order.

Way 1: .....

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Explanation: .....

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Way 2: .....

.....

Explanation: .....

.....

Way 3: .....

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Explanation: .....

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Way 4: .....

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Explanation: .....

.....[8]



- 3 (a) Identify and explain **two** leadership styles which would be suitable for Joey to use with the production workers.

Leadership style 1: .....

Explanation: .....

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Leadership style 2: .....

Explanation: .....

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[8]

(b) (i) Refer to the cash flow forecast in Appendix 2.

Calculate values for W, X, Y and Z and write your answers below.

W: .....

X: .....

Y: .....

Z: .....[4]

(ii) Consider **two** ways of improving the cash flow position. Recommend the best way for Jennifer to improve the cash flow over the next six months. Justify your answer.

Way 1: .....

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Way 2: .....

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Recommendation: .....

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.....[8]

4 (a) Identify and explain **two** possible reasons why TP could fail.

Reason 1: .....

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Explanation: .....

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Reason 2: .....

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Explanation: .....

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.....[8]









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