



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
International General Certificate of Secondary Education

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**BUSINESS STUDIES**

Paper 2

**0450/21**

**May/June 2012**

**1 hour 45 minutes**

Candidates answer on the Question Paper.

No Additional Materials are required.

**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 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.

For Examiner's Use	
1	
2	
3	
4	
5	
<b>Total</b>	

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



- 1 (a) The new football boot is being developed. Identify and explain **four** stages of the future product life cycle of the new football boot.

Stage: .....

Explanation: .....

.....

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Stage: .....

Explanation: .....

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Stage: .....

Explanation: .....

.....

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Stage: .....

Explanation: .....

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..... [8]

(b) Consider why each of the following departments will be important to the success of the new football boots. Justify your answer using information in the case.

For  
Examiner's  
Use

Production: .....

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Marketing: .....

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Human Resources: .....

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Finance: .....

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..... [12]

- 2 (a) KSS production workers are highly skilled in doing just one task on the production line. Identify and explain **two** advantages and **two** disadvantages of workers being skilled in just one task.

Advantage 1: .....

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Explanation: .....

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Advantage 2: .....

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Explanation: .....

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Disadvantage 1: .....

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Explanation: .....

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Disadvantage 2: .....

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Explanation: .....

..... [8]



3 (a) Good communication is important to Emmanuel. He has the following information to communicate.

- All employees are to receive a wage increase.
- There has been an error with a delivery of some supplies.

Identify a suitable method of communication for each situation. Explain why each method is suitable.

Method for 'all employees are to receive a wage increase': .....

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Explanation: .....

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Method for 'there has been an error with a delivery of some supplies': .....

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Explanation: .....

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..... [8]



4 (a) Identify and explain **two** benefits to KSS of creating a brand image for its new football boot.

Benefit 1: .....

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Explanation: .....

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Benefit 2: .....

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Explanation: .....

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..... [8]





5 (a) The new football boot will be exported to many different countries. Identify and explain **four** possible problems KSS may have when exporting the new football boot.

Problem 1: .....

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Explanation: .....

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Problem 2: .....

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Explanation: .....

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Problem 3: .....

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Explanation: .....

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Problem 4: .....

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Explanation: .....

..... [8]

(b) Emmanuel has already chosen Option 1. Was it the right decision to choose Option 1 rather than Option 2? Justify your answer by considering the advantages and disadvantages of each option.

For  
Examiner's  
Use

Option 1: .....

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Option 2: .....

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Conclusion: .....

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[12]

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