

	UNIVERSITY OF CAMBRIDGE INTERNATIONAL E International General Certificate of Secondary Educa	
CANDIDATE NAME		
CENTRE NUMBER	CA NU	

BUSINESS STUDIES

Paper 2

0450/02 May/June 2009 1 hour 45 minutes

Candidates answer on the Question Paper. Additional Materials: Insert.

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 businesses described in this question paper are entirely fictitious.

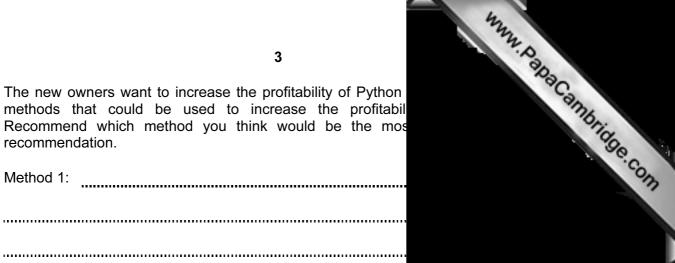
At the end of the examination, fasten all your work securely together. The number of marks is given in brackets [] at the end of each question or part question.

For Examiner's Use		
1		
2		
3		
4		
5		
Total		

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



		2 Python Bicycles use batch production. Identify and explain disadvantage of batch production to Python Bicycles. Advantage:	
1	(a)	Python Bicycles use batch production. Identify and explain disadvantage of batch production to Python Bicycles.	
		Advantage:	de.c.
			m
		Explanation:	
		Disadvantage:	
		Explanation:	
		[8]	



(b) The new owners want to increase the profitability of Python methods that could be used to increase the profitabil Recommend which method you think would be the mos recommendation.

.....

Method 2:
Method 3:
Recommendation:
[12]

		4	
2	(a)	4 The number of employees leaving each year is high as wo their working conditions. Identify and explain two reasons wh the workers may be damaging for Python Bicycles. Reason 1:	Arida
		Reason 1:	Se.com
		Explanation:	
		Reason 2:	
		Explanation:	
		[8]	

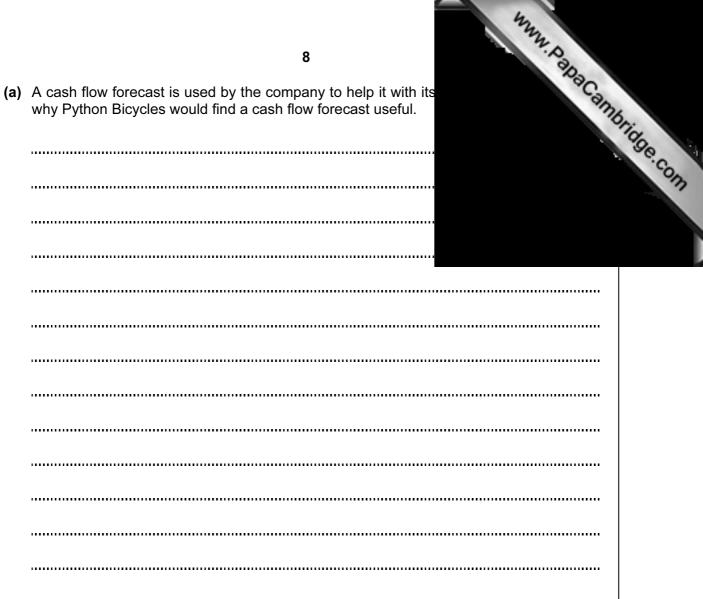
(b)	5 Do you think that higher wages would be the most effective motivation of the employees at Python Bicycles? Justify your a	Sitese.com

.....

[12]

		6	
		6	
3	(a)	6 Before targeting a different market segment, Python Bicycles i research. Explain to the Marketing Manager of Python Bi primary market research.	ide
		· · · · · · · · · · · · · · · · · · ·	C.Com
		[8]	

		7	
(b)		7 ting Manager that Python Bicy harketing mix if children's bicyc ers.	Stid
	Element 1 of marketing mix:		.9e.co.
	Need to change this element?		177
	Element 2 of marketing mix:		
	Need to change this element?		
	Element 3 of marketing mix:		
	Need to change this element?		
	Element 4 of marketing mix:		
	Need to change this element?		
		[12]	



.....

.....

.....

[8]

4

...

(b)	9 Do you think Python Bicycles is in a strong financial position using information from Appendix 1 and the other case materia	
		1490.0
		OTH
	[12]	

		10 Identify and explain two reasons why governments encourage (See Appendix 3). Reason 1: Explanation:	
5	(a)	Identify and explain two reasons why governments encourage (See Appendix 3).	
		Reason 1:	de.co
		Explanation:	SIM
		Reason 2:	
		Explanation:	
		[8]	

	3322	
	11	
(b)	11 What do you think are the four most important factors that consider when deciding whether to export their bicycles? Justi Factor 1:	5.
	Factor 1:	1990
		Com
	Factor 2:	
	Factor 3:	
	Factor 4:	
	[12]	



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