* 0000800000001 * DFD

CAMBRIDGE International Education

Cambridge IGCSE™

CANDIDATE NAME	
CENTRE NUMBER	
CANDIDATE NUMBER	

8988266905

BUSINESS STUDIES **0450/22**

Paper 2 Case Study **February/March 2026**

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. Do **not** use correction fluid or tape.
- 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.

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1 (a) Explain **four** reasons why a business might remain small.

reason 1 ....

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reason 2 ....

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reason 3 ....

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reason 4 ....

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[8]

(b) Consider the advantages and disadvantages of the following **two** methods CTD could use to continue to produce high-quality products. Which method should CTD use? Justify your answer.

- quality control
- quality assurance

quality control ....

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quality assurance ....

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recommendation ....

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[12]

2 (a) Explain **two** advantages and **two** disadvantages for CTD of using cost-plus pricing.

advantage 1 ....

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advantage 2 ....

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disadvantage 1 ....

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disadvantage 2 ....

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[8]

(b) Consider the following **two** aims of promotion for CTD. Which aim is likely to be the most important to CTD? Justify your answer.

- encouraging new customers
- creating brand loyalty

encouraging new customers ....

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creating brand loyalty ....

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conclusion ....

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[12]

3 (a) Explain **one** reason why CTD might need short-term finance and **one** reason why CTD might need long-term finance.

reason for short-term finance ....

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explanation ....

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reason for long-term finance ....

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explanation ....

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[8]

(b) Consider the advantages and disadvantages of the following **two** methods of growth CTD could use. Which method of growth should CTD use? Justify your answer.

- setting up a new café
- taking over a competitor's café

setting up a new café ....

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taking over a competitor's café ....

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recommendation ....

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[12]

4 (a) Explain **two** possible effects on CTD of higher interest rates.

effect 1 ....

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explanation ....

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effect 2 ....

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explanation ....

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[8]

(b) Using Appendix 3 and other information, consider the following **three** applicants for the job of café manager. Which applicant should Nadia employ? Justify your answer.

Anaya ....

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Bella ....

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Saahan ....

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recommendation ....

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[12]

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