

The City School

Unified Mid-Year Examinations
2018 - 2019
Class 11



SCHOOL NAME

INDEX NUMBER

--	--	--	--

DATE

BUSINESS STUDIES

Paper 2

7115/22

1 hour 30 minutes

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

READ THESE INSTRUCTIONS FIRST

Write your School name, Index number and Date in the spaces provided.
Write in dark blue or black pen.
You may use a pencil for any diagrams or graphs.
Do not use paper clips, glue or correction fluid.

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.

Invigilated By: _____

Checked By: _____

Marks Talled By: _____

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

1 (a) DD is planning to adopt Lean Production. Identify two **benefits** to DD of using the Lean Production.

Benefit 1:

.....

Explanation:

.....

.....

.....

.....

.....

Benefit 2:

.....

Explanation:

.....

.....

.....

.....

..... [8]

(b) Consider three ways DD could use to improve the cash flow of its business. Recommend which way would be the best one to choose. Justify your answer.

Way 1:
.....
.....
.....
.....
.....
.....

Way 2:
.....
.....
.....
.....
.....
.....

Way 3:
.....
.....
.....
.....
.....
.....

Recommendation:
.....
.....
.....
.....
.....
..... [12]

- 2 (a) DD use distribution channel 3 (Appendix 3) for distribution. Identify and explain one benefit and one limitation to DD for using this channel.

Benefit:

.....

Explanation:

.....

.....

.....

.....

.....

Limitation:

.....

Explanation:

.....

.....

.....

.....

..... [8]

(b) In order to fulfill their short term objectives, Finance Manager has suggested two options to reduce cost. Suggest which way would be better for Darren Drinks.

Option A:

.....

.....

.....

.....

.....

.....

.....

.....

.....

Option B:

.....

.....

.....

.....

.....

.....

.....

.....

.....

Recommendation:

.....

.....

.....

.....

.....

.....

.....

.....

..... [12]

- 3 (a) Darren Drinks is going to use market research to find out the changing needs and wants of consumers. Identify **two** items of information DD might want to find out. Explain why each of these items of information might be useful.

Item 1:

.....

Explanation:

.....

.....

.....

.....

.....

Item 2:

.....

Explanation:

.....

.....

.....

.....

..... [8]

(b) There are several stakeholder groups who will be interested in the success of Darren Drinks. Why do you think the following stakeholders will be interested in DD? Justify your answer.

Lenders:

.....

.....

.....

.....

.....

Suppliers:

.....

.....

.....

.....

.....

Customers:

.....

.....

.....

.....

.....

Government:

.....

.....

.....

.....

..... [12]

- 4 (a) Marketing Manager of DD believes adding more flavors to the range of Carbonated Drinks will help boost sales. Identify and explain **two** benefits to DD for making this decision.

Benefit 1:

.....

Explanation:

.....

.....

.....

.....

.....

Benefit 2:

.....

Explanation:

.....

.....

.....

.....

..... [8]

