

Cambridge International Examinations

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| CANDIDATE NAME | | | |
| CENTRE NUMBER | | CANDIDATE NUMBER | |

BUSINESS STUDIES

7115/21

Paper 2

October/November 2014

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, 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.

| | 2 |
|-----|--|
| (a) | Identify and explain two disadvantages to PB Bank of being a public limited complete public limited |
| | Disadvantage 1: |
| | |
| | Explanation: |
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| | |
| | Disadvantage 0 |
| | Disadvantage 2: |
| | |
| | Explanation: |
| | |

www.PapaCambridge.com (b) Employees complain they never know important information about the ball three ways the HR Director could use to improve the internal communication in Recommend which will be the best way to use. Justify your answer. Way 1: Way 3: Recommendation:

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| (a) | Banking is a tertiary sector business. Identify four other types of tertiary sector that PB Bank might use and explain what services they offer to PB Bank. Type of tertiary sector business: |
|-----|---|
| | Type of tertiary sector business: |
| | Explanation: |
| | |
| | |
| | Type of tertiary sector business: |
| | Explanation: |
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| | Type of tertiary sector business: |
| | Explanation: |
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| | Type of tertiary sector business: |
| | Explanation: |
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www.PapaCambridge.com (b) Refer to the organisational chart in Appendix 1. The directors are thinking of middle management level (deputy managers). Consider the advantages and disadva widening the span of control for the remaining managers. Recommend whether the a should remove this level of management. Justify your answer. Advantages: Disadvantages: Recommendation:

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| (a) | Identify and explain two appropriate ways in which the results from the question a bank account?' in Appendix 3 could be presented . Way 1: |
|-----|--|
| | Way 1: |
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| | Explanation: |
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| | Way 2: |
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| | Explanation: |
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(b) PB needs to close some of its branches as more customers use online banking the advantages and disadvantages of branch X and branch Y. Recommend which should close. Justify your answer. Branch X: Branch Y: Recommendation:

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| (a) | Identify and explain four reasons why the information in Appendix 3 may not be record of the views of all bank customers. Reason 1: |
|-----|---|
| | Reason 1: |
| | Explanation: |
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| | Reason 2: |
| | Explanation: |
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| | Reason 3: |
| | Explanation: |
| | |
| | |
| | Reason 4: |
| | Explanation: |
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www.PapaCambridge.com (b) The Marketing Director of PB Bank wants to promote mobile (cell) phone by existing customers. Consider the advantages and disadvantages of each of the three ways of promoting mobile phone banking. Recommend which option the Ma Director should choose. Justify your answer. Advertising on television: Sending leaflets to customers: Putting information on the website of PB Bank: Recommendation:

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| (a) | Identify and explain two possible effects on DOTT Bank employees if DOTT Bank over by PB Bank. |
|-----|--|
| | Effect 1: |
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| | Explanation: |
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| | Effect 2: |
| | |
| | Explanation: |
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| ć | Consider the advantages and disadvantages to PB Bank of taking over Recommend whether PB should take over DOTT Bank. Justify your answer appropriate calculations based on the data in Appendix 2. |
|---|--|
| / | Advantages: |
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| | Disadvantages: |
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| F | Recommendation: |
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