



## Cambridge O Level

CANDIDATE  
NAME

|  |
|--|
|  |
|--|



CENTRE  
NUMBER

|  |  |  |  |  |
|--|--|--|--|--|
|  |  |  |  |  |
|--|--|--|--|--|

CANDIDATE  
NUMBER

|  |  |  |  |
|--|--|--|--|
|  |  |  |  |
|--|--|--|--|

## BUSINESS STUDIES

7115/21

## Paper 2 Case Study

May/June 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.

1 (a) Explain **four** characteristics of a successful entrepreneur.

characteristic 1 .....

.....

.....

.....

characteristic 2 .....

.....

.....

.....

characteristic 3 .....

.....

.....

.....

characteristic 4 .....

.....

.....

.....

[8]



(b) Consider the advantages and disadvantages of the following **three** sources of finance Ashanti could use for the new equipment. Which source should she use? Justify your answer.

- owners' savings
- bank loan
- leasing

owners' savings .....

.....

.....

.....

.....

.....

bank loan .....

.....

.....

.....

.....

.....

leasing .....

.....

.....

.....

.....

.....

recommendation .....

.....

.....

.....

.....

.....

[12]

2 (a) Explain how the following **two** sections of a business plan could help Ashanti when starting her business.

- market research
- human resources

market research .....

explanation .....

human resources .....

explanation .....

[8]



(b) Using Appendix 1 and other information, consider the following **two** elements of the marketing mix for Ashanti's new shop. Would these be suitable as part of the marketing mix for the new shop? Justify your answer.

- price – using competitive pricing
- promotion – using social media

price – using competitive pricing .....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

promotion – using social media .....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

conclusion .....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

[12]

[Turn over



- 3 (a) Explain **two** ways the business cycle in country X going into the boom stage is likely to affect YC.

way 1 .....

.....

explanation .....

.....

.....

.....

.....

.....

way 2 .....

.....

explanation .....

.....

.....

.....

.....

.....

[8]



(b) Using Appendix 3 and other information, consider the **two** product ranges Ashanti could choose to sell. Which product range should Ashanti choose? Justify your answer using break-even calculations.

- product range A
- product range B

product range A .....

.....

.....

.....

.....

.....

.....

.....

.....

product range B .....

.....

.....

.....

.....

.....

.....

.....

.....

recommendation .....

.....

.....

.....

.....

.....

.....

.....

.....

[12]

4 (a) Explain **four** legal controls over employment that may benefit Ashanti's employees.

legal control 1 .....

.....

.....

.....

legal control 2 .....

.....

.....

.....

legal control 3 .....

.....

.....

.....

legal control 4 .....

.....

.....

.....

[8]



(b) Consider the following **two** methods Ashanti could use to motivate YC's employees. Which method should Ashanti use? Justify your answer.

- commission
- paying a higher wage than competitors

commission .....

.....

.....

.....

.....

.....

.....

.....

.....

paying a higher wage than competitors .....

.....

.....

.....

.....

.....

.....

.....

.....

recommendation .....

.....

.....

.....

.....

.....

.....

.....

.....

[12]





PapaCambridge  
papacambridge.com

PapaCambridge  
papacambridge.com

PapaCambridge  
papacambridge.com

PapaCambridge  
papacambridge.com

PapaCambridge  
papacambridge.com

PapaCambridge  
papacambridge.com



PapaCambridge  
papacambridge.com

PapaCambridge  
papacambridge.com

PapaCambridge  
papacambridge.com

PapaCambridge  
papacambridge.com

PapaCambridge  
papacambridge.com

PapaCambridge  
papacambridge.com





Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (Cambridge University Press & Assessment) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in our Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at [www.cambridgeinternational.org](http://www.cambridgeinternational.org) after the live examination series.

Cambridge International Education is the name of our awarding body and a part of Cambridge University Press & Assessment, which is a department of the University of Cambridge.

