



CANDIDATE
NAME

CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--

0450/23

October/November 2022

1 hour 30 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

- 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 or correction fluid.
- Do **not** write on any bar codes.
- You may use a calculator.

- 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** factors Duncan should consider when choosing which method of communication to use with DD's employees.

Factor 1:

.....

.....

.....

Factor 2:

.....

.....

.....

Factor 3:

.....

.....

.....

Factor 4:

.....

.....

.....

[8]

- (b)** Consider **two** ways DD can increase added value. Which is the best way for DD to choose? Justify your answer.

Way 1:

[illegible]

Way 2:

[illegible]

Recommendation:

[illegible]

2 (a) Explain **four** roles of marketing for a business.

Role 1:

.....

.....

.....

Role 2:

.....

.....

.....

Role 3:

.....

.....

.....

Role 4:

.....

.....

.....

[8]

(b) Consider the advantages and disadvantages of the following **three** channels of distribution DD could use for its products. Which channel should DD choose? Justify your answer.

- Setting up a shop at the dairy.
- Selling to a number of large supermarkets.
- Selling to a wholesaler.

Setting up a shop at the dairy:

.....

.....

.....

.....

.....

.....

Selling to a number of large supermarkets:

.....

.....

.....

.....

.....

.....

Selling to a wholesaler:

.....

.....

.....

.....

.....

.....

Recommendation:

.....

.....

.....

.....

.....

.....

[12]

- 3 (a) Explain **two** possible reasons why DD might hold low levels of inventory.

Reason 1:

.....

Explanation:

.....

.....

.....

.....

.....

Reason 2:

.....

Explanation:

.....

.....

.....

.....

.....

[8]

(b) Consider the following **three** methods DD could use to motivate its employees. Which is the best method to use? Justify your answer.

- Give employees a 50% discount on all DD products.
- Introduce profit sharing.
- Introduce job rotation.

Give employees a 50% discount on all DD products:

.....

.....

.....

.....

.....

Introduce profit sharing:

.....

.....

.....

.....

.....

Introduce job rotation:

.....

.....

.....

.....

.....

Recommendation:

.....

.....

.....

.....

.....

[12]

- 4 (a) Explain **two** ways a reduction in interest rates might affect DD.

Way 1:

.....

Explanation:

.....

.....

.....

.....

.....

Way 2:

.....

Explanation:

.....

.....

.....

.....

.....

[8]

- (b) Using Appendix 3 and other information, consider the financial position of DD and its main competitor. Which company is in a better financial position? Justify your answer using suitable calculations.

DD's financial position:

.....

.....

.....

.....

.....

.....

.....

.....

Competitor's financial position:

.....

.....

.....

.....

.....

.....

.....

.....

Conclusion:

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

[12]

BLANK PAGE

BLANK PAGE

BLANK PAGE

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 (UCLES) 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 the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.