

Cambridge® IGCSE Business Studies Workbook Answers

● 1 Business activity

- 1 a labour [1]; land salon is built on [1]
b The next most desired [1] alternative given up when a decision is made [1].
c Skilled receptionist [1] to keep accurate records of appointments/ treatments [1].
Specialist hair stylist [1] able to offer all styles/ hair colouring, etc. [1].
d Employs workers [1]. These three workers will earn wages paid by Farah [1] which they will then spend in other local shops, boosting the economy [1].
PS is a customer for other businesses [1].
It buys supplies of products such as shampoo [1]. This will lead to the expansion of these businesses and possibly the creation of more jobs [1].
- (Up to 6 marks are available.)
Yes: cheaper products and materials such as shampoos will allow PS to create more added value/ become more profitable.
No: customers might notice the cheaper products, for example, less effective hair products, and this might lead to reduced demand.
Overall conclusion/ judgement needed, for example, Farah should only do this if she can

buy the same quality products at lower prices from another supplier.

- 2 a Either: Finance used in a business [1] such as working capital [1].
Or: Machinery and equipment needed [1] for the production of goods/ services [1].
b new hairdressers' chairs [1]; new hairdryers [1]
c Scarcity of capital [1], for example, if she buys the computer she will have to give up buying new hairdressers' chairs [1].
Scarcity of finance [1], if she recruits the specialist hairdresser she will not be able to afford to recruit the non-specialist hair and beauty job applicant [1].
d (Up to 6 marks are available.)
Specialist hair stylist: efficient hairdresser able to deal with customers quickly and effectively/ able to offer all hair services/ may create good image for business.
Non-specialist: able to be flexible and undertake a number of beauty/ hair jobs.
Overall conclusion/ judgement needed, for example, might depend on the level of demand that Farah predicts from customers for specialist hairdressing services.

● 2 Classification of business

- 1 a Businesses that produce services [1] for either consumers or other businesses [1].
b (Other answers are possible, 2 marks available.)
window cleaning [1]; insurance company (insuring the salon) [1].
c (Other answers are possible, 4 marks available.)

Furniture manufacturer [1] making specialist chairs for hairdressing [1].

Maker of shampoos and creams [1] to supply the beauty products that PS depends on [1].

- d Deindustrialisation/ decline of manufacturing due to lack of efficiency [1]. The country industrialised over 100 years ago [1] so the industries might not have kept updating their

Igcse Business Studies Questions And Answers

Mike Jess



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