

# **Cambridge International AS & A Level**

# **BUSINESS**

Paper 1 Short Answer and Essay

9609/12 February/March 2022 1 hour 15 minutes

You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

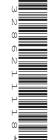
### INSTRUCTIONS

- Section A: answer **all** questions.
- Section B: answer one question.
- Follow the instructions on the front cover of the answer booklet. If you need additional answer paper, ask the invigilator for a continuation booklet.

#### INFORMATION

- The total mark for this paper is 40.
- The number of marks for each question or part question is shown in brackets [].

This document has 4 pages. Any blank pages are indicated.



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# Section A (Short Answer)

Answer all questions.

1	(a)	Define the term 'marginal cost'.	[2]
	(b)	Explain <b>two</b> uses of break-even analysis.	[3]
2	(a)	Define the term 'commission'.	[2]
	(b)	Explain two disadvantages to a business of using empowerment to motivate its employed	es. [3]
3	Exp	lain the problems a sole trader might have if they change the legal structure to a partnersh	nip. [5]
4	(a)	Define the term 'customer (market) orientation'.	[2]
	(b)	Explain <b>two</b> limitations to a business of using market segmentation.	[3]

# Section B (Essay)

## Answer one question only.

5	(a)	Analyse the benefits of using internal sou	rces of finance for business growth.	[8]
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- (b) Discuss whether the published accounts of a luxury hotel provide a good measure of the performance of the business. [12]
- 6 'The most effective way for a loss-making retail clothing business to survive is to change the price element of its marketing mix.'

Discuss whether you agree with this statement. [20]

- 7 (a) Analyse factors that might determine the relocation of a business. [8]
  - (b) Discuss whether flexibility of operations might improve the sales of a toy manufacturing business. [12]

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