

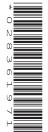
Cambridge International AS & A Level

BUSINESS 9609/12

Paper 1 Short Answer and Essay

October/November 2020

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 [].

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Section A (Short Answer)

Answer all questions.

You are advised to spend no more than 35 minutes on Section A.

1	(a)	Define the term 'branding'.	[2]
	(b)	Explain two ways branding may help a business.	[3]
2	(a)	Define the term 'gross profit margin'.	[2]
	(b)	Explain two ways a business might improve its profit margin.	[3]
3		olain why a business might remain a private limited company rather than change to a poted company.	ublic [5]
4	(a)	Define the term 'effectiveness'.	[2]
	(b)	Explain two ways a business might raise productivity levels.	[3]
		Section B (Essay)	
		Answer one question only.	
5	(a)	Analyse how a business might satisfy the self-actualisation needs of its employees.	[8]
	(b)	Discuss the significance of McGregor's leadership styles for managers in a hospital.	[12]
6	'Marketing is the most important factor for the success of small businesses.'		
	Disc	cuss the extent to which you agree with this view.	[20]
7	(a)	Analyse how cost information can be used to monitor and improve the performance business.	of a [8]
	(b)	Discuss the importance of cash flow forecasting to a new car hire business.	[12]

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