Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS **9609/12**

Paper 1 Short Answer and Essay **February/March 2018**

1 hour 15 minutes

No Additional Materials are required.

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READ THESE INSTRUCTIONS FIRST

An answer booklet is provided inside this question paper. You should follow the instructions on the front cover of the answer booklet. If you need additional answer paper ask the invigilator for a continuation booklet.

Section A
Answer **all** questions.
Section B
Answer **one** question.
You are advised to spend no more than 35 minutes on Section A.

The number of marks is given in brackets [ ] at the end of each question or part question.

This document consists of **2** printed pages, **2** blank pages and **1** Insert.

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Section A (Short Answer)

Answer **all** questions.

1 **(a)** Define the term 'random sampling'. [2]

(b) Briefly explain **two** benefits of using quota sampling when carrying out market research. [3]

2 **(a)** Define the term 'entrepreneur'. [2]

(b) Briefly explain **two** qualities of a successful entrepreneur. [3]

3 Explain why mass customisation might be used by businesses. [5]

4 **(a)** Define the term 'labour turnover'. [2]

(b) Briefly explain **two** possible causes of high labour turnover in a business. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Analyse the benefits of a job description **and** a person specification when recruiting a new employee. [8]

(b) Discuss which leadership style is likely to be the most effective for a large clothing manufacturer. [12]

6 'A family retail business should stay small rather than setting growth as an objective.'

Do you agree? Justify your answer. [20]

7 **(a)** Analyse how a business might use break-even analysis when planning to launch a new product. [8]

(b) Discuss the **factors** that directors of a large pharmaceutical company should consider when choosing how to finance growth. [12]

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