Cambridge International AS & A Level

Cambridge Assessment International Education
Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS **9609/12**

Paper 1 Short Answer and Essay **February/March 2019**

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 'Just in Time' (JIT). [2]

(b) Briefly explain **two** benefits for a manufacturing business of using Just in Time (JIT). [3]

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

(b) Briefly explain **two** factors which might influence demand for digital cameras. [3]

3 Explain why there might be conflict between **two** stakeholder groups of a large mining company. [5]

4 **(a)** Define the term 'statement of financial position'. [2]

(b) Briefly explain **two** uses an investor might make of a statement of financial position. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Analyse the likely benefits to a car manufacturing company of using capital intensive processes. [8]

(b) Discuss whether batch production is the best method of production for a small jewellery manufacturing business. [12]

6 'An effective manager must perform all of Mintzberg's roles of management.'

Do you agree with this statement? Justify your view. [20]

7 **(a)** Analyse the benefits for a new business of producing a cash flow forecast. [8]

(b) Discuss how a large food retailer might best improve its profitability ratios. [12]

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