Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS **9609/12**

Paper 1 Short Answer and Essay **May/June 2017**

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 'leadership'. [2]

(b) Briefly explain **two** styles of leadership. [3]

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

(b) Briefly explain how leasing might be used by a business to improve cash flow. [3]

3 Explain the possible benefits of mass customisation to a computer manufacturer. [5]

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

(b) Briefly explain **two** factors that could influence the demand for restaurant meals. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Analyse problems a business could experience in its first year of trading. [8]

(b) Discuss whether market research will reduce problems that might be experienced by a new start-up business. [12]

6 'Money is the most important factor for motivating teachers in a school.'

Discuss this view. [20]

7 **(a)** Analyse how any **one** stakeholder group could use **both** an income statement and a statement of financial position. [8]

(b) Discuss the view that the **quantitative** information in published accounts does not present a complete picture of business performance. [12]

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