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 **May/June 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 'supply'. [2]

(b) Briefly explain **two** non-price factors which could increase the demand for a product or service. [3]

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

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

3 Explain how the interests of **two** stakeholder groups could affect the decisions of a business. [5]

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

(b) Briefly explain why a business might choose flow production as a method of operation. [3]

Section B (Essay)

Answer **one** question only

5 **(a)** Analyse the advantages of crowd funding as a source of finance for small businesses. [8]

(b) 'Financial measures are the most important indicator of business performance.'

Discuss this view. [12]

6 Discuss the likely impact on the marketing mix of a bank that decides to make increasing use of the Internet to provide its services. [20]

7 **(a)** Analyse the impact of social enterprises on the development of a country. [8]

(b) 'The purchase of an internationally recognised fast food franchise guarantees business success.'

Discuss this view. [12]

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