Cambridge Assessment International Education

Cambridge International AS & A Level

BUSINESS **9609/12**

Paper 1 Short Answer and Essay **May/June 2020**

1 hour 15 minutes

5804738143

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 [ ].

This document has **4** pages. Blank pages are indicated.

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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 'job description'. [2]

(b) Explain **two** advantages to an employer of using a person specification. [3]

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

(b) Explain **two** advantages that a business in the public sector may have that a business in the private sector may not. [3]

3 Explain the difficulties that a small business start-up might have when trying to obtain finance from an external source. [5]

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

(b) Explain **two** advantages to a business of selling in international markets. [3]

Section B (Essay)

Answer **one** question only

5 **(a)** Analyse the disadvantages to a business of using debt factoring to improve its cash flow. [8]

(b) Discuss the limitations of using accounting ratios to compare the performance of different businesses. [12]

6 'Good leaders are more important for business success than good managers.'

Discuss the extent to which you agree with this view. [20]

7 **(a)** Analyse the possible disadvantages of Computer Aided Manufacture (CAM) for a small manufacturing business. [8]

(b) Discuss the importance of process innovation for a manufacturer of car components operating in a competitive market. [12]

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