Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS **9609/12**

Paper 1 Short Answer and Essay **October/November 2016**

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.

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Section A (Short Answer)

Answer **all** questions.

1 **(a)** Define 'joint venture'. [2]

(b) Briefly explain **two** advantages of joint ventures to the businesses involved. [3]

2 **(a)** Define 'leadership'. [2]

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

3 Explain why cost information is important for business decision-making. [5]

4 **(a)** Define 'secondary market research'. [2]

(b) Briefly explain **two** advantages of using 'focus groups' as a method of market research. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Analyse, using examples, why packaging could be important in the marketing mix. [8]

(b) Discuss factors that could determine the success of a business that has decided to set up an online shop to sell beauty products. [12]

6 Discuss ways in which the operations management department of a car manufacturing company could help the business survive during an economic recession. [20]

7 **(a)** Analyse the advantages and disadvantages to an **employer** of using performance related pay. [8]

(b) Discuss the importance for a large hotel of staff development and training. [12]

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