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 2018**

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 the term 'unique selling point' (USP). [2]

(b) Briefly explain **two** benefits to a business of having a USP. [3]

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

(b) Briefly explain **two** reasons why a business might decide to empower its employees. [3]

3 Explain how a large manufacturing business could finance investment in new machinery. [5]

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

(b) Briefly explain **two** ways a restaurant could increase its value added. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Analyse how the 4Cs marketing approach is different to the 4Ps marketing approach. [8]

(b) Discuss how a house construction business could improve its customer relations. [12]

6 Discuss the extent to which the stakeholders of a large clothing retailer might want the business to become more ethical and socially responsible. [20]

7 **(a)** Analyse how the efficiency of the operations of a manufacturing business could be influenced by its human resources department. [8]

(b) Discuss how the actions of competitors could affect the operational management decisions of a car manufacturer. [12]

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