Cambridge Assessment International Education

# Cambridge International AS & A Level

**BUSINESS** **9609/12**

Paper 1 Short Answer and Essay **October/November 2020**

**1 hour 15 minutes**

*O 2 8 3 6 1 9 7 1 9*

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 'branding'. [2]

**(b)** Explain **two** ways branding may help a business. [3]

**2** **(a)** Define the term 'gross profit margin'. [2]

**(b)** Explain **two** ways a business might improve its profit margin. [3]

**3** Explain why a business might remain a private limited company rather than change to a public limited company. [5]

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

**(b)** Explain **two** ways a business might raise productivity levels. [3]

## Section B (Essay)

Answer **one** question only.

**5** **(a)** Analyse how a business might satisfy the self-actualisation needs of its employees. [8]

**(b)** Discuss the significance of McGregor's leadership styles for managers in a hospital. [12]

**6** 'Marketing is the most important factor for the success of small businesses.'

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

**7** **(a)** Analyse how cost information can be used to monitor and improve the performance of a business. [8]

**(b)** Discuss the importance of cash flow forecasting to a new car hire business. [12]

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