Cambridge Assessment International Education

Cambridge International AS & A Level

BUSINESS **9609/12**

Paper 1 Short Answer and Essay **October/November 2022**

1 hour 15 minutes

7886448872

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. Any 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 'motivation'. [2]

(b) Explain **two** non-financial motivators that could be used for a business' employees. [3]

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

(b) Explain **two** ways ethics might affect the activities of a business. [3]

3 Explain why the published accounts of a business might give a misleading description of its performance. [5]

4 **(a)** Define the term 'economies of scale'. [2]

(b) Explain **two** reasons why a business might experience diseconomies of scale. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Analyse the benefits to a business of market segmentation. [8]

(b) Discuss the view that marketing is the most important function for a business that manufactures and sells motor cars. [12]

6 'Good leaders will be more important than effective managers if the business performance of an international hotel chain is to improve.'

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

7 **(a)** Analyse the benefits to a business of a labour intensive production process. [8]

(b) Discuss the view that the intellectual capital of an information technology business is its most important asset. [12]

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