UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education
Advanced Subsidiary Level and Advanced Level

BUSINESS STUDIES **9707/11**

Paper 1 Short Answer and Essay **May/June 2012**

1 hour 15 minutes

Additional Materials: Answer Booklet/Paper

3533978599

READ THESE INSTRUCTIONS FIRST

If you have been given an Answer Booklet, follow the instructions on the front cover of the Booklet.
Write your Centre number, candidate number and name on all the work you hand in.
Write in dark blue or black pen.
Do not use staples, paper clips, highlighters, glue or correction fluid.

Section A
Answer **all** questions.
Section B
Answer **one** question.
You are advised to spend no more than 35 minutes on Section A.

At the end of the examination, fasten all your work securely together.
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)** State **two** aims of a social enterprise organisation. [2]

(b) Briefly explain how entrepreneurs could benefit your country. [3]

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

(b) Briefly explain **two** ways a Human Resources manager could achieve effective workforce planning. [3]

3 Explain **two** diseconomies of scale a business could experience when expanding into more locations. [5]

4 **(a)** Define the term 'start up capital'. [2]

(b) Briefly explain **two** sources of start up capital. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Explain the advantages for a franchisee of a 'franchise' as a form of business. [8]

(b) Discuss the importance of small businesses to the economy of your country. [12]

6 Discuss the usefulness to senior managers of analysing profitability ratios **and** liquidity ratios. [20]

7 **(a)** Explain and analyse the difference between 'product orientation' and 'customer orientation'. [8]

(b) Discuss how a business in your country could assess the effectiveness of its market research. [12]

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