Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS STUDIES **9707/11**

Paper 1 Short Answer and Essay **May/June 2014**

1 hour 15 minutes

No Additional Materials are required.



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.

This document consists of **2** printed pages, **2** blank pages and **1** insert.

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Section A (Short Answer)

Answer **all** questions.

1 **(a)** Define the term 'marketing mix'. [2]

(b) Briefly explain the importance to a business of **place** within the marketing mix. [3]

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

(b) Briefly explain **two** ways human resource management could help a business achieve its objectives. [3]

3 Explain the importance to a new business of cash flow forecasting. [5]

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

(b) Briefly explain how changes in technology could affect the operations management of a business. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Explain the differences between the motivation theories of Maslow and Herzberg. [8]

(b) Discuss the view that a successful business needs both effective managers and effective leaders. [12]

6 Discuss the usefulness and limitations of published accounts for business stakeholders in measuring the performance of a company. [20]

7 **(a)** Explain the differences between batch production and flow production methods. [8]

(b) Discuss the implications for a manufacturing business of changing from batch production to flow production. [12]

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