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

BUSINESS STUDIES **9707/12**

Paper 1 Short Answer and Essay **October/November 2012**

1 hour 15 minutes

Additional Materials: Answer Booklet/Paper

5046248773

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)** Define the term 'induction training'. [2]

(b) Briefly explain **two** ways a Human Resources manager can help a business achieve its objectives. [3]

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

(b) Briefly explain **two** factors that might influence the demand for a product. [3]

3 Explain the importance of cash flow forecasting for small businesses. [5]

4 **(a)** Define the term 'public limited company'. [2]

(b) Briefly explain **two** advantages a public limited company has compared to a private limited company. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Explain the usefulness to a business of Mintzberg's classification of the roles of managers. [8]

(b) Discuss the view that effective managers need a high level of emotional intelligence. [12]

6 Discuss the factors the senior managers of a business should consider when deciding between a capital intensive or labour intensive production process. [20]

7 **(a)** Explain why many businesses spend large amounts of money on market research. [8]

(b) Discuss the advantages and disadvantages of using the Internet to collect market research data. [12]

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