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

**BUSINESS STUDIES** **9707/13**

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

**1 hour 15 minutes**

Additional Materials: Answer Booklet/Paper

*6844151597*

**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.

This document consists of **2** printed pages.


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## Section A (Short Answer)

Answer **all** questions.

**1** **(a)** Define the term 'private limited company'. [2]

**(b)** Briefly explain **two** disadvantages to a sole trader of changing to a private limited company. [3]

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

**(b)** Briefly explain **two** factors that could influence the price of rice. [3]

**3** Explain the difference between 'cash' and 'profit'. [5]

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

**(b)** Briefly explain **two** possible disadvantages for a business that has an employee participation system. [3]

## Section B (Essay)

Answer **one** question only.

**5** **(a)** Explain the difference between CAD (computer-aided design) and CAM (computer-aided manufacturing) in a business context. [8]

**(b)** Discuss the benefits and limitations of using new technology such as CAD and CAM. [12]

**6** Discuss the view that money is the only factor that motivates people to work hard. [20]

**7** **(a)** Explain the link between marketing objectives and corporate objectives. [8]

**(b)** Discuss how an understanding of market segmentation could help a luxury hotel achieve its marketing objectives. [12]

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