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 **October/November 2014**

1 hour 15 minutes

No Additional Materials are required.

0285988634

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.

© UCLES 2014

CAMBRIDGE International Examinations

Section A (Short Answers)

Answer **all** questions.

1 **(a)** Define the term 'primary research'. [2]

(b) Briefly explain the difference between random sampling and stratified sampling. [3]

2 **(a)** State **two** functions of human resources management. [2]

(b) Briefly explain the difference between redundancy and dismissal. [3]

3 Explain the importance of a mission statement to the employees of a public limited company. [5]

4 **(a)** Define the term 'process innovation'. [2]

(b) Briefly explain **two** advantages to customers of job production. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Explain why a business needs to hold a suitable level of cash. [8]

(b) Discuss how a **small** business could improve its cash flow. [12]

6 Discuss the main factors an electronic goods manufacturer should consider before deciding whether to sell its products through the Internet. [20]

7 **(a)** Explain the weaknesses of 'family owned' businesses. [8]

(b) Discuss why some businesses do not set a growth objective. [12]

© UCLES 2014

BLANK PAGE

© UCLES 2014

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.