

Cambridge International AS & A Level

BUSINESS 9609/12

Paper 1 Short Answer and Essay

October/November 2021

1 hour 15 minutes



You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

INSTRUCTIONS

- Section A: answer all questions.
- Section B: answer one question.
- Follow the instructions on the front cover of the answer booklet. If you need additional answer paper, ask the invigilator for a continuation booklet.

INFORMATION

- The total mark for this paper is 40.
- The number of marks for each question or part question is shown in brackets [].

Section A (Short Answer)

Answer all questions

1	(a)	Define the term 'entrepreneur'.	[2]
	(b)	Explain two qualities of a successful entrepreneur.	[3]
2	(a)	Define the term 'overdraft'.	[2]
	(b)	Explain two reasons why a business might use an overdraft.	[3]
3	Exp	plain why businesses invest in the training and development of employees.	[5]
4	(a)	Define the term 'scale of operation'.	[2]
	(b)	Explain two factors that could influence the scale of operation of a business.	[3]
Section B (Essay)			
Answer one question only.			
5	(a)	Analyse how marketing could be used to add value to a product.	[8]
	(b)	Discuss the view that the setting of effective marketing objectives is the most important far for the successful launch of a new women's football (soccer) team.	actor [12]
6	'In a hospital, managers using a democratic style are more likely to be successful than managers using an autocratic style.'		
	Discuss the extent to which you agree with this view. [20]		
7	(a)	Analyse the advantages for a business of debt factoring.	[8]
	(b)	Discuss the most important factors for a venture capitalist to consider when deciding whe to provide growth capital for a computer games retailer.	ether [12]

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