

# **Cambridge International AS & A Level**

## **BUSINESS**

Paper 1 Short Answer and Essay

9609/12

October/November 2020

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 [].

This document has 4 pages. Blank pages are indicated.

## Section A (Short Answer)

## Answer **all** questions.

#### You are advised to spend no more than 35 minutes on Section A.

1	(a) Define the term 'branding'.	[2]
	(b) Explain two ways branding may help a business.	[3]
2	(a) Define the term 'gross profit margin'.	[2]
	(b) Explain two ways a business might improve its profit margin.	[3]
3	Explain why a business might remain a private limited company rather than change to a p limited company.	oublic [5]
4	(a) Define the term 'effectiveness'.	[2]

(b) Explain two ways a business might raise productivity levels. [3]

## Section B (Essay)

#### Answer **one** question only.

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5	(a)	Analyse how a business might satisfy the self-actualisation needs of its employees.	[8]
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- (b) Discuss the significance of McGregor's leadership styles for managers in a hospital. [12]
- 6 'Marketing is the most important factor for the success of small businesses.'

Discuss the extent to which you agree with this view.	[20]
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- 7 (a) Analyse how cost information can be used to monitor and improve the performance of a business.
  - (b) Discuss the importance of cash flow forecasting to a new car hire business. [12]

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