

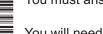
# Cambridge International AS & A Level

BUSINESS 9609/12

Paper 1 Short Answer and Essay

February/March 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.

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

1	(a)	Define the term 'opportunity cost'.	[2]
	(b)	Explain <b>two</b> qualities an entrepreneur is likely to need for success.	[3]
2	(a)	Define the term 'demand'.	[2]
	(b)	Explain <b>two</b> factors which might influence supply of a product.	[3]
3	Exp	plain the effects on a business of having a high level of working capital.	[5]
4	(a)	Define the term 'transformation process'.	[2]
	(b)	Explain <b>two</b> ways in which a business could improve its intellectual capital.	[3]
Section B (Essay)			
		Answer one question only.	
5	(a)	Analyse the benefits to a business of recruiting employees from outside the business.	[8]
	(b)		ation [12]
6	A furniture manufacturer is planning to introduce CAD and CAM into the production process.		
	Dis	cuss the extent to which this could make the business more competitive.	[20]
7	(a)	Analyse why a business might invest in market research.	[8]
	(b)	9 ,	rket [12]

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