

BUSINESS**9609/12**

Paper 1 Short Answer and Essay

February/March 2017**1 hour 15 minutes**

No Additional Materials are required.

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 AAnswer **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.

Section A (Short Answer)

Answer **all** questions.

- 1 (a) Define the term 'market research'. [2]
(b) Briefly explain the limitations to a business of using secondary market research information. [3]
- 2 (a) Define the term 'working capital'. [2]
(b) Briefly explain the difference between revenue expenditure and capital expenditure. [3]
- 3 Explain why a mission statement might be important for a multinational business. [5]
- 4 (a) Define the term 'economies of scale'. [2]
(b) Briefly explain **two** causes of **diseconomies** of scale. [3]

Section B (Essay)

Answer **one** question only.

- 5 (a) Analyse the strengths and weaknesses of a 'public limited company' legal structure for business. [8]
(b) Discuss how ethics may influence the decisions of private sector banks. [12]
- 6 'Maslow's theory of motivation can ensure success for all businesses.'
Discuss this statement. [20]
- 7 (a) Analyse the importance of a Unique Selling Point (USP) to a mobile (cell) phone manufacturer. [8]
(b) Discuss how a retail business could improve customer relations. [12]

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.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge International Examinations Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cie.org.uk after the live examination series.

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.