



Cambridge
International
AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS

9609/12

Paper 1 Short Answer and Essay

February/March 2016

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 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.

2

Section A (Short Answer)

Answer **all** questions.

- 1 (a) Distinguish between the 'private sector' and the 'public sector'. [2]
(b) Briefly explain **two** advantages of public sector businesses. [3]
- 2 (a) Define 'productivity'. [2]
(b) Briefly explain **two** ways of improving manufacturing productivity in a business. [3]
- 3 Explain why accurate cost data is important to a business. [5]
- 4 (a) Define 'product differentiation'. [2]
(b) Briefly explain **two** marketing benefits of product differentiation. [3]

Section B (Essay)

Answer **one** question only.

- 5 (a) Analyse the importance of employee motivation for the achievement of business objectives. [8]
(b) Discuss the view that managers and leaders perform very different functions in business organisations. [12]
- 6 Discuss **how** and **why** a multinational food manufacturer might have corporate social responsibility (CSR) as a business objective. [20]
- 7 (a) Analyse why it is important for businesses to effectively manage their levels of cash. [8]
(b) Discuss how liquidity ratios could be useful for external stakeholders of a business. [12]

BLANK PAGE

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.