



9609/12

February/March 2017

1 hour 15 minutes

No Additional Materials are required.

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Section A

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.

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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]

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