GradeMax

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS **9609/12**

Paper 1 Short Answer and Essay **October/November 2017**

1 hour 15 minutes

No Additional Materials are required.

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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.

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Section A (Short Answer)

Answer **all** questions.

1 **(a)** Define the term 'social enterprise'. [2]

(b) Briefly explain **two** aims of a social enterprise. [3]

2 **(a)** Define the term 'retained earnings'. [2]

(b) Briefly explain **two** uses of income statements for senior managers. [3]

3 Explain the importance of workforce planning for the effective performance of a university. [5]

4 **(a)** Define the term 'product orientation'. [2]

(b) Briefly explain **two** advantages of customer (market) orientation to a business. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Analyse how a business might use a price discrimination strategy to increase profit. [8]

(b) Discuss why both the finance department and the operations department of a car manufacturing company should be involved in new product development. [12]

6 A hospital requires employees to work long and often unsociable hours. Discuss **why** and **how** the hospital should assist its employees to achieve a good work-life balance. [20]

7 **(a)** Analyse the importance of corporate objectives and departmental objectives to the success of a business. [8]

(b) Discuss why a bank might change its corporate objectives over time. [12]

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