



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 [].

This document has **4** pages. Any blank pages are indicated.

2**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 **two** qualities an entrepreneur is likely to need for success. [3]
- 2 (a) Define the term 'demand'. [2]
(b) Explain **two** factors which might influence supply of a product. [3]
- 3 Explain the effects on a business of having a high level of working capital. [5]
- 4 (a) Define the term 'transformation process'. [2]
(b) Explain **two** 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) Discuss whether the use of Herzberg's two factor theory could improve employee motivation in a school. [12]
- 6 A furniture manufacturer is planning to introduce CAD and CAM into the production process.
Discuss 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) Discuss whether an airline business might increase its profits by more effective market segmentation. [12]

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