



9609/12

October/November 2021

1 hour 15 minutes

You will need: Answer booklet (enclosed)

- 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.

- The total mark for this paper is 40.
- The number of marks for each question or part question is shown in brackets [].

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Section A (Short Answer)Answer **all** questions

- 1 (a) Define the term 'entrepreneur'. [2]
(b) Explain **two** qualities of a successful entrepreneur. [3]
- 2 (a) Define the term 'overdraft'. [2]
(b) Explain **two** reasons why a business might use an overdraft. [3]
- 3 Explain why businesses invest in the training and development of employees. [5]
- 4 (a) Define the term 'scale of operation'. [2]
(b) Explain **two** factors that could influence the scale of operation of a business. [3]

Section B (Essay)Answer **one** question only.

- 5 (a) Analyse how marketing could be used to add value to a product. [8]
(b) Discuss the view that the setting of effective marketing objectives is the most important factor for the successful launch of a new women's football (soccer) team. [12]
- 6 'In a hospital, managers using a democratic style are more likely to be successful than managers using an autocratic style.'
Discuss the extent to which you agree with this view. [20]
- 7 (a) Analyse the advantages for a business of debt factoring. [8]
(b) Discuss the most important factors for a venture capitalist to consider when deciding whether to provide growth capital for a computer games retailer. [12]

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