



BUSINESS

May/June 2024

You will need: Answer booklet (enclosed)

- The number of marks for each question or part question is shown in brackets [].

[Turn over

2

Section A

Answer **all** questions.

- 1 (a) Define the term *takeover*. [2]
(b) Explain **one** disadvantage to a business of external growth. [3]
- 2 (a) Define the term *job description*. [2]
(b) Explain **one** benefit to a business of internal recruitment. [3]
- 3 (a) Define the term *job production*. [2]
(b) Explain **one** benefit to a business of capital intensive operations. [3]
- 4 Analyse **one** reason why product differentiation may be important to a business. [5]

Section B

Answer **one** question only.

EITHER

- 5 (a) Analyse **two** limitations to a business of using contribution costing. [8]
(b) Evaluate whether working capital is the most important source of finance for a start-up furniture manufacturer. [12]

OR

- 6 (a) Analyse **two** benefits to a business of low labour turnover. [8]
(b) 'Work-life balance is the most important human resource management (HRM) factor for employee welfare in a local bus service.'
Evaluate this view. [12]

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