

Cambridge International Examinations

Cambridge International Advanced Subsidiary and Advanced Level

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BUSINESS STUDIES

9707/11

Paper 1 Short Answer and Essay

October/November 2014

1 hour 15 minutes

No Additional Materials are required.

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.



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Section A (Short Answers)

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		Section A (Short Answers)	
Section A (Short Answers) Answer all questions. 1 (a) Define the term 'primary research'. [2]			
1	(a)	Define the term 'primary research'.	[2] Ye, COM
	(b)	Briefly explain the difference between random sampling and stratified sampling.	[3]
2	(a)	State two functions of human resources management.	[2]
	(b)	Briefly explain the difference between redundancy and dismissal.	[3]
3	Exp	lain the importance of a mission statement to the employees of a public limited company.	[5]
4	(a)	Define the term 'process innovation'.	[2]
	(b)	Briefly explain two advantages to customers of job production.	[3]
		Section B (Essay)	
Answer one question only.			
5	(a)	Explain why a business needs to hold a suitable level of cash.	[8]
	(b)	Discuss how a small business could improve its cash flow.	[12]
6		cuss the main factors an electronic goods manufacturer should consider before dec ther to sell its products through the Internet.	iding [20]
7	(a)	Explain the weaknesses of 'family owned' businesses.	[8]
	(b)	Discuss why some businesses do not set a growth objective.	[12]

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