

Cambridge International Examinations

Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS 9609/12

Paper 1 Short Answer and Essay

May/June 2017
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

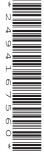
Answer all questions.

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.



International Examinations

Section A (Short Answer)

Answer all questions.

1	(a)	Define the term 'leadership'.	[2]
	(b)	Briefly explain two styles of leadership.	[3]
2	(a)	Define the term 'debt factoring'.	[2]
	(b)	Briefly explain how leasing might be used by a business to improve cash flow.	[3]
3	Exp	plain the possible benefits of mass customisation to a computer manufacturer.	[5]
4	(a)	Define the term 'demand'.	[2]
	(b)	Briefly explain two factors that could influence the demand for restaurant meals.	[3]
		Section B (Essay)	
		Answer one question only.	
5	(a)	Analyse problems a business could experience in its first year of trading.	[8]
	(b)	Discuss whether market research will reduce problems that might be experienced by a r start-up business.	new [12]
6	'Мо	ney is the most important factor for motivating teachers in a school.'	
	Dis	ccuss this view.	[20]
7	(a)	Analyse how any one stakeholder group could use both an income statement and statement of financial position.	d a [8]
	(b)	Discuss the view that the quantitative information in published accounts does not preserve complete picture of business performance.	nt a [12]

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