



Cambridge International Examinations

Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS STUDIES 9707/11

Paper 1 Short Answer and Essay

May/June 2015 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

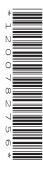
Answer all questions.

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.



CAMBRIDGE

International Examinations

Section A (Short Answer)

	Section A (Short Answer) Answer all questions. (a) Define the term 'leadership'. [2]		
		2	
		Section A (Short Answer)	
		Answer all questions.	Bride
1	(a)	Define the term 'leadership'.	[2] COM
	(b)	Briefly explain one style of business leadership.	[3]
2	(a)	Define the term 'business relocation'.	[2]
	(b)	Briefly explain two factors that could cause a business to relocate.	[3]
3	Ехр	lain how a manufacturing company could finance its expansion.	[5]
4	(a)	Define the term 'franchise'.	[2]
	(b)	Briefly explain two benefits for an entrepreneur of becoming a franchisee.	[3]
Section B (Essay)			
Answer one question only.			
5	(a)	Explain why a new business should be more concerned about cash flow than making a pr	ofit. [8]
	(b)	Discuss the advantages and disadvantages for a new business of using an overdraft as a of managing its cash flow.	way [12]
6		cuss the factors that would indicate that a retail business has effective human resounagement.	urce [20]
7	(a)	Explain the differences between niche marketing and mass marketing.	[8]
	(b)	Discuss the view that marketing is only about the advertising and selling of products services.	and [12]

3

BLANK PAGE

www.PapaCambridge.com

4

BLANK PAGE

www.PapaCambridge.com

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge International Examinations Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cie.org.uk after the live examination series.

Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.