

Cambridge International Examinations

Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS STUDIES

9707/11

Paper 1 Short Answer and Essay

May/June 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

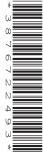
Answer all questions.

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.



International Examinations

Section A (Short Answer)

Answer all questions.

1	(a)	Define the term 'marketing mix'.	[2]
	(b)	Briefly explain the importance to a business of place within the marketing mix.	[3]
2	(a)	Define the term 'labour turnover'.	[2]
	(b)	Briefly explain two ways human resource management could help a business achieve objectives.	its [3]
3	Exp	lain the importance to a new business of cash flow forecasting.	[5]
4	(a)	Define the term 'operations management'.	[2]
	(b)	Briefly explain how changes in technology could affect the operations management obusiness.	of a [3]
		Section B (Essay)	
Answer one question only.			
5	(a)	Explain the differences between the motivation theories of Maslow and Herzberg.	[8]
	(b)	Discuss the view that a successful business needs both effective managers and effective leaders.	tive [12]
6		cuss the usefulness and limitations of published accounts for business stakeholders asuring the performance of a company.	s in [20]
7	(a)	Explain the differences between batch production and flow production methods.	[8]
	(b)	Discuss the implications for a manufacturing business of changing from batch production flow production.	n to [12]

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