

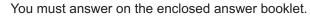
# Cambridge International AS & A Level

BUSINESS 9609/12

Paper 1 Short Answer and Essay

May/June 2020

1 hour 15 minutes



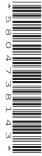
You will need: Answer booklet (enclosed)

#### **INSTRUCTIONS**

- Section A: answer all questions.
- Section B: answer one question.
- Follow the instructions on the front cover of the answer booklet. If you need additional answer paper, ask the invigilator for a continuation booklet.

#### **INFORMATION**

- The total mark for this paper is 40.
- The number of marks for each question or part question is shown in brackets [].



### Section A (Short Answer)

### Answer all questions

You are advised to spend no more than 35 minutes on Section A.

1 (a) Define the term 'job description'. [2] **(b)** Explain **two** advantages to an employer of using a person specification. [3] 2 [2] (a) Define the term 'private sector'. (b) Explain two advantages that a business in the public sector may have that a business in the private sector may not. [3] Explain the difficulties that a small business start-up might have when trying to obtain finance from 3 an external source. [5] [2] 4 (a) Define the term 'national market'. **(b)** Explain **two** advantages to a business of selling in international markets. [3] Section B (Essay) Answer **one** question only 5 (a) Analyse the disadvantages to a business of using debt factoring to improve its cash flow. [8] (b) Discuss the limitations of using accounting ratios to compare the performance of different businesses. [12] 6 'Good leaders are more important for business success than good managers.' [20] Discuss the extent to which you agree with this view. 7 (a) Analyse the possible disadvantages of Computer Aided Manufacture (CAM) for a small manufacturing business. [8] (b) Discuss the importance of process innovation for a manufacturer of car components operating in a competitive market. [12]

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