



# Cambridge International AS & A Level

**BUSINESS**

**9609/12**

Paper 1 Short Answer and Essay

**May/June 2021**

**1 hour 15 minutes**



You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

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## 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 [ ].

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This document has **4** pages. Any blank pages are indicated.

**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 'co-operatives'. [2]  
(b) Explain **two** advantages to a business of being part of a joint venture. [3]
- 2 (a) Define the term 'job production'. [2]  
(b) Explain **two** advantages to a business of changing from job production to batch production. [3]
- 3 Explain the importance of working capital to a new business. [5]
- 4 (a) Define the term 'contract of employment'. [2]  
(b) Explain the difference between redundancy and dismissal. [3]

**Section B (Essay)**

Answer **one** question only.

- 5 (a) Analyse how product portfolio analysis can help a business to achieve its marketing objectives. [8]  
(b) Discuss the extent to which a new entrant in the computer manufacturing market will need to rely on penetration pricing to gain market share. [12]
- 6 'The success of any manufacturing business will depend on the productivity of its workforce.'  
Discuss the extent to which you agree with this view. [20]
- 7 (a) Analyse the benefits to a business of accurate cost information. [8]  
(b) Discuss the usefulness of liquidity ratios to potential investors in a business. [12]



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