

Cambridge International Examinations

Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS 9609/12

Paper 1 Short Answer and Essay

October/November 2016 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

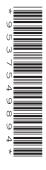
Answer all questions.

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 'joint venture'. | [2] |
|---|-----|---|--------------|
| | (b) | Briefly explain two advantages of joint ventures to the businesses involved. | [3] |
| 2 | (a) | Define 'leadership'. | [2] |
| | (b) | Briefly explain two advantages of autocratic leadership. | [3] |
| 3 | Exp | plain why cost information is important for business decision-making. | [5] |
| 4 | (a) | Define 'secondary market research'. | [2] |
| | (b) | Briefly explain two advantages of using 'focus groups' as a method of market research. | [3] |
| | | Section B (Essay) | |
| | | Answer one question only. | |
| 5 | (a) | Analyse, using examples, why packaging could be important in the marketing mix. | [8] |
| | (b) | Discuss factors that could determine the success of a business that has decided to set up online shop to sell beauty products. | p an [12] |
| 6 | | cuss ways in which the operations management department of a car manufacturing comp ld help the business survive during an economic recession. | any [20] |
| 7 | (a) | Analyse the advantages and disadvantages to an employer of using performance relapay. | ated [8] |
| | (b) | Discuss the importance for a large hotel of staff development and training. | [12] |

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