

CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education Advanced Level

9707/4

OCTOBER/NOVEMBER SESSION 2002

BUSINESS STUDIES

PAPER 4 Essays

1 hour 30 minutes

Additional materials:
Answer paper

TIME 1 hour 30 minutes

INSTRUCTIONS TO CANDIDATES

Write your name, Centre number and candidate number in the spaces provided on the answer paper/answer booklet.

Answer **two** questions.

Write your answers on the separate answer paper provided.

If you use more than one sheet of paper, fasten the sheets together.

INFORMATION FOR CANDIDATES

The number of marks is given in brackets [] at the end of each question or part question.

You are reminded of the need for good English and clear presentation in your answers.

This question paper consists of 2 printed pages.



- 1 (a) Explain why the objectives of a public sector business might change if it were to be privatised. [8]
(b) Evaluate the effects of the privatisation of this business on stakeholders. [12]
- 2 Evaluate the methods a business might use to improve the management of its working capital. [20]
- 3 (a) Discuss the factors that might influence the choice between undertaking either primary or secondary research. [8]
(b) Evaluate the methods that a manufacturer might use to carry out a survey of the potential market for a new chocolate bar. [12]
- 4 Evaluate the usefulness to a marketing manager of demand elasticities. [20]
- 5 (a) Explain why there might be a difference between a business' profit and cash flow. [8]
(b) Evaluate the usefulness to stakeholders of ratio analysis. [12]
- 6 (a) With the aid of an organisation chart, explain the main features of a formal organisation. [8]
(b) Evaluate the influence informal leadership might have on a business. [12]