

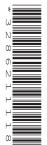
Cambridge International AS & A Level

BUSINESS 9609/12

Paper 1 Short Answer and Essay

February/March 2022

1 hour 15 minutes



You must answer on the enclosed answer booklet.

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.

1	(a)	Define the term 'marginal cost'.	[2]
	(b)	Explain two uses of break-even analysis.	[3]
2	(a)	Define the term 'commission'.	[2]
	(b)	Explain two disadvantages to a business of using empowerment to motivate its employed	ees. [3]
3	Ехр	lain the problems a sole trader might have if they change the legal structure to a partners	hip. [5]
4	(a)	Define the term 'customer (market) orientation'.	[2]
	(b)	Explain two limitations to a business of using market segmentation.	[3]
Section B (Essay)			
Answer one question only.			
5	(a)	Analyse the benefits of using internal sources of finance for business growth.	[8]
	(b)	Discuss whether the published accounts of a luxury hotel provide a good measure of performance of the business.	the [12]
6		e most effective way for a loss-making retail clothing business to survive is to change the pment of its marketing mix.	rice
	Disc	cuss whether you agree with this statement.	[20]
7	(a)	Analyse factors that might determine the relocation of a business.	[8]
	(b)	Discuss whether flexibility of operations might improve the sales of a toy manufacture business.	ring [12]

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