

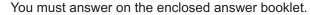
# Cambridge International AS & A Level

BUSINESS 9609/12

Paper 1 Short Answer and Essay

May/June 2022

1 hour 15 minutes



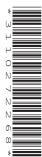
You will need: Answer booklet (enclosed)

#### **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 'piece rate'. [2] (b) Explain two advantages to a business of using a time based payment method. [3] 2 (a) Define the term 'franchise'. [2] **(b)** Explain **two** advantages to a business of buying a franchise. [3] 3 Explain why a business manager needs to understand the difference between capital expenditure and revenue expenditure. [5] 4 (a) Define the term 'price elasticity of demand'. [2] (b) Explain two benefits to a business of knowing the price elasticity of demand of its products. [3] Section B (Essay) Answer **one** question only. 5 [8] (a) Analyse the advantages to a business of using mass customisation. **(b)** Discuss the importance to a hotel of having effective inventory control. [12] 6 [20] Discuss the importance of emotional intelligence to a manager of a luxury holiday resort. 7 (a) Analyse the advantages to a business of using online advertising. [8] (b) Discuss the usefulness to a furniture retailer of using secondary market research when planning to enter a new market. [12]

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