



Cambridge International AS & A Level

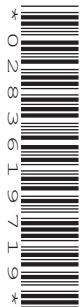
BUSINESS

9609/12

Paper 1 Short Answer and Essay

October/November 2020

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 [].

This document has 4 pages. 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 'branding'. [2]
(b) Explain **two** ways branding may help a business. [3]
- 2 (a) Define the term 'gross profit margin'. [2]
(b) Explain **two** ways a business might improve its profit margin. [3]
- 3 Explain why a business might remain a private limited company rather than change to a public limited company. [5]
- 4 (a) Define the term 'effectiveness'. [2]
(b) Explain **two** ways a business might raise productivity levels. [3]

Section B (Essay)

Answer **one** question only.

- 5 (a) Analyse how a business might satisfy the self-actualisation needs of its employees. [8]
(b) Discuss the significance of McGregor's leadership styles for managers in a hospital. [12]
- 6 'Marketing is the most important factor for the success of small businesses.'
Discuss the extent to which you agree with this view. [20]
- 7 (a) Analyse how cost information can be used to monitor and improve the performance of a business. [8]
(b) Discuss the importance of cash flow forecasting to a new car hire business. [12]

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