
BUSINESS

9609/12

Paper 1 Short Answer and Essay

May/June 2018

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.

This document consists of **2** printed pages, **2** blank pages and **1** insert.

Section A (Short Answer)

Answer **all** questions.

- 1 (a) Define the term 'inventory management'. [2]
 (b) Briefly explain **two** reasons why a business might decide to hold a high level of inventory. [3]
- 2 (a) Define the term 'below-the-line promotion'. [2]
 (b) Briefly describe **two** methods of '**above-the-line** promotion'. [3]
- 3 Explain the possible long-term consequences for a business of low levels of employee motivation. [5]
- 4 (a) Define the term 'capital expenditure'. [2]
 (b) Briefly explain **two** reasons why a bank might refuse to lend money to an entrepreneur. [3]

Section B (Essay)

Answer **one** question only.

- 5 (a) Analyse why a train company might use a strategy of price discrimination. [8]
 (b) Discuss whether having a large product portfolio is an advantage for a car manufacturer. [12]
- 6 In recent years a significant number of businesses have been accused of being unethical. Discuss whether senior managers should consider ethics when making business decisions. [20]
- 7 (a) Analyse why many human resource departments have developed policies for diversity and equality. [8]
 (b) 'A significant investment in training and development is the best way to improve employee effectiveness in a retail business.'
 Discuss this view. [12]

BLANK PAGE

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge International Examinations Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cie.org.uk after the live examination series.

Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.