Cambridge Assessment International Education

Cambridge International AS & A Level

BUSINESS **9609/12**

Paper 1 Short Answer and Essay **May/June 2021**

1 hour 15 minutes

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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 [ ].

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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 ‘co-operatives’. [2]

(b) Explain **two** advantages to a business of being part of a joint venture. [3]

2 **(a)** Define the term ‘job production’. [2]

(b) Explain **two** advantages to a business of changing from job production to batch production. [3]

3 Explain the importance of working capital to a new business. [5]

4 **(a)** Define the term ‘contract of employment’. [2]

(b) Explain the difference between redundancy and dismissal. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Analyse how product portfolio analysis can help a business to achieve its marketing objectives. [8]

(b) Discuss the extent to which a new entrant in the computer manufacturing market will need to rely on penetration pricing to gain market share. [12]

6 ‘The success of any manufacturing business will depend on the productivity of its workforce.’

Discuss the extent to which you agree with this view. [20]

7 **(a)** Analyse the benefits to a business of accurate cost information. [8]

(b) Discuss the usefulness of liquidity ratios to potential investors in a business. [12]

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