Cambridge International AS & A Level

BUSINESS **9609/12**

Paper 1 Short Answer and Essay **October/November 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

1 **(a)** Define the term ‘entrepreneur’. [2]

(b) Explain **two** qualities of a successful entrepreneur. [3]

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

(b) Explain **two** reasons why a business might use an overdraft. [3]

3 Explain why businesses invest in the training and development of employees. [5]

4 **(a)** Define the term ‘scale of operation’. [2]

(b) Explain **two** factors that could influence the scale of operation of a business. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Analyse how marketing could be used to add value to a product. [8]

(b) Discuss the view that the setting of effective marketing objectives is the most important factor for the successful launch of a new women’s football (soccer) team. [12]

6 ‘In a hospital, managers using a democratic style are more likely to be successful than managers using an autocratic style.’

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

7 **(a)** Analyse the advantages for a business of debt factoring. [8]

(b) Discuss the most important factors for a venture capitalist to consider when deciding whether to provide growth capital for a computer games retailer. [12]

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