

Cambridge International Examinations

Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS 9609/12

Paper 1 Short Answer and Essay

February/March 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

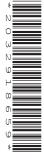
Answer all questions.

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.



International Examinations

Section A (Short Answer)

Answer all questions.

1	(a)	Define the term 'random sampling'.	[2]
	(b)	Briefly explain two benefits of using quota sampling when carrying out market research.	[3]
2	(a)	Define the term 'entrepreneur'.	[2]
	(b)	Briefly explain two qualities of a successful entrepreneur.	[3]
3	Exp	lain why mass customisation might be used by businesses.	[5]
4	(a)	Define the term 'labour turnover'.	[2]
	(b)	Briefly explain two possible causes of high labour turnover in a business.	[3]
		Section B (Essay)	
		Answer one question only.	
5	(a)	Analyse the benefits of a job description and a person specification when recruiting a remployee.	new [8]
	(b)		ning [12]
6	'A family retail business should stay small rather than setting growth as an objective.'		
	Do	you agree? Justify your answer.	[20]
7	(a)	Analyse how a business might use break-even analysis when planning to launch a reproduct.	new [8]
	(b)	Discuss the factors that directors of a large pharmaceutical company should consider we choosing how to finance growth.	hen [12]

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