

Cambridge International Examinations

Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS 9609/12

Paper 1 Short Answer and Essay

February/March 2016 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

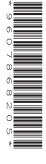
Answer all questions.

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)	Distinguish between the 'private sector' and the 'public sector'.	[2]
	(b)	Briefly explain two advantages of public sector businesses.	[3]
2	(a)	Define 'productivity'.	[2]
	(b)	Briefly explain two ways of improving manufacturing productivity in a business.	[3]
3	Exp	lain why accurate cost data is important to a business.	[5]
4	(a)	Define 'product differentiation'.	[2]
	(b)	Briefly explain two marketing benefits of product differentiation.	[3]
		Section B (Essay)	
		• • •	
		Answer one question only.	
5	(a)	Analyse the importance of employee motivation for the achievement of business objecti	ives. [8]
	(b)	Discuss the view that managers and leaders perform very different functions in busin organisations.	ness [12]
6		cuss how and why a multinational food manufacturer might have corporate social responsil R) as a business objective.	bility [20]
7	(a)	Analyse why it is important for businesses to effectively manage their levels of cash.	[8]
	(b)	Discuss how liquidity ratios could be useful for external stakeholders of a business.	[12]

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