

Cambridge Assessment International Education

Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS 9609/12

Paper 1 Short Answer and Essay

February/March 2019
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 Education

Section A (Short Answer)

Answer all questions.

1	(a)	Define the term 'Just in Time' (JIT).	[2]
	(b)	Briefly explain two benefits for a manufacturing business of using Just in Time (JIT).	[3]
2	(a)	Define the term 'demand'.	[2]
	(b)	Briefly explain two factors which might influence demand for digital cameras.	[3]
3	Ехр	lain why there might be conflict between two stakeholder groups of a large mining compa	any. [5]
4	(a)	Define the term 'statement of financial position'.	[2]
	(b)	Briefly explain two uses an investor might make of a statement of financial position.	[3]
		Section B (Essay)	
		Answer one question only.	
5	(a)	Analyse the likely benefits to a car manufacturing company of using capital intensprocesses.	sive [8]
	(b)	Discuss whether batch production is the best method of production for a small jewell manufacturing business.	lery [12]
6	'An	effective manager must perform all of Mintzberg's roles of management.'	
	Do	you agree with this statement? Justify your view.	[20]
7	(a)	Analyse the benefits for a new business of producing a cash flow forecast.	[8]
	(b)	Discuss how a large food retailer might best improve its profitability ratios.	[12]

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