

BUSINESS

Paper 1 Short Answer and Essay

9609/12 May/June 2017 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.

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Section A (Short Answer)

Answer all questions.

1	(a)	Define the term 'leadership'.	[2]
	(b)	Briefly explain two styles of leadership.	[3]
2	(a)	Define the term 'debt factoring'.	[2]
	(b)	Briefly explain how leasing might be used by a business to improve cash flow.	[3]
3	Ехр	lain the possible benefits of mass customisation to a computer manufacturer.	[5]
4	(a)	Define the term 'demand'.	[2]
	(b)	Briefly explain two factors that could influence the demand for restaurant meals.	[3]

Section B (Essay)

Answer one question only.

5	(a) Analyse problems a business could experience in its first year of trading.	[8]	
	(b) Discuss whether market research will reduce problems that might be ex start-up business.	perienced by a new [12]	
6	'Money is the most important factor for motivating teachers in a school.'		
	Discuss this view. [20]		
7	(a) Analyse how any one stakeholder group could use both an incom statement of financial position.	e statement and a [8]	

(b) Discuss the view that the **quantitative** information in published accounts does not present a complete picture of business performance. [12]

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