



**Section A (Short Answer)**

Answer **all** questions.

- 1 (a) Define the term 'leadership'. [2]  
(b) Briefly explain **two** styles of business leadership. [3]
- 2 (a) Define the term 'operations management'. [2]  
(b) Briefly explain **two** ways in which changes in technology might affect the operations management of a business. [3]
- 3 Explain why the objectives of a business might change over time. [5]
- 4 (a) Define the term 'marginal cost'. [2]  
(b) Briefly explain, with examples, **two** other types of business costs. [3]

**Section B (Essay)**

Answer **one** question only.

- 5 (a) Analyse the advantages of venture capital as a source of finance for a small business. [8]  
(b) Discuss the view that non-financial measures of business performance are just as important as financial measures of business performance. [12]
- 6 Discuss how the motivational theory of Maslow differs from that of Vroom. [20]
- 7 (a) Analyse the potential advantages to a community of a business with triple bottom line targets. [8]  
(b) Discuss the role of business enterprise in the development of a country. [12]



**BLANK PAGE**

---

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge International Examinations Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at [www.cie.org.uk](http://www.cie.org.uk) after the live examination series.

Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.