

### **Cambridge Assessment International Education**

Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS 9609/12

Paper 1 Short Answer and Essay

October/November 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.



# **Section A (Short Answer)**

# Answer all questions.

1	(a)	Define the term 'random sampling'.	[2]
	(b)	Briefly explain <b>two</b> benefits to a business of using quota sampling as a method of collect data.	ting [3]
2	(a)	Define the term 'workforce planning'.	[2]
	(b)	Briefly explain <b>two</b> benefits to a business of workforce planning.	[3]
3	Exp	lain why the objectives of a business may change over time.	[5]
4	(a)	Define the term 'diseconomies of scale'.	[2]
	(b)	Briefly explain <b>two</b> functions of an operations management department.	[3]
		Continue D (Forest)	
		Section B (Essay)	
		Answer <b>one</b> question only.	
5	(a)	Analyse the advantages to an entrepreneur of purchasing a franchise to start a business.	[8]
	(b)	Discuss factors that could lead to the failure of a small business which repairs cars.	[12]
6	Dire	ss-making state-owned airline has a reputation for poor customer service. Its Human Resou ector suggested that: 'the best way to improve this business is to pay our employees higges and give them an end of year bonus'.	
	Disc	cuss this suggestion.	[20]
7	(a)	Analyse how break-even analysis might be used by a business when making a decision introduce a new product.	n to [8]
	(b)		ood [12]

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