

UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
General Certificate of Education  
Advanced Level

**BUSINESS STUDIES**

**9707/04**

Paper 4 Essays

October/November 2004

**1 hour 30 minutes**

Additional Materials: Answer Booklet/Paper

**READ THESE INSTRUCTIONS FIRST**

If you have been given an Answer Booklet, follow the instructions on the front cover of the Booklet.  
Write your Centre number, candidate number and name on all the work you hand in.  
Write in dark blue or black pen on both sides of the paper.  
Do not use staples, paper clips, highlighters, glue or correction fluid.

Answer **two** questions.

At the end of the examination, fasten all your work securely together.

The number of marks is given in brackets [ ] at the end of each question or part question.

This document consists of 2 printed pages.



- 1 Evaluate how each of the following might affect the success of a business:
- (a) Human resource management [10]
  - (b) Value analysis. [10]
- 2 The management of a computer manufacturer is considering opening a new factory.
- (a) Discuss the factors the management should consider before deciding where to locate the new factory. [8]
  - (b) Evaluate the usefulness to management of both the payback period and net present value techniques of investment appraisal when deciding where to locate the new factory. [12]
- 3
- (a) Discuss how the objectives of businesses might differ from those of the State. [8]
  - (b) Evaluate how businesses might respond to fluctuations in exchange rates. [12]
- 4 Evaluate the usefulness of the Boston Matrix to a manufacturer of soft drinks. [20]
- 5 Evaluate the usefulness of **either** decision trees **or** linear programming/blending techniques in improving management decision-making. [20]
- 6
- (a) Analyse the problems that might arise from a poorly motivated workforce. [8]
  - (b) Critically examine the schemes managers might use to widen employee participation in the workplace. [12]