



UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS  
General Certificate of Education  
Advanced Subsidiary Level and Advanced Level

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**BUSINESS STUDIES**

**9707/12**

Paper 1 Short Answer and Essay

**October/November 2009**

**1 hour 15 minutes**

Additional Materials: Answer Booklet/Paper

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**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.

Do not use staples, paper clips, highlighters, glue or correction fluid.

**Section A**

Answer **all** questions.

**Section B**

Answer **one** question.

You are advised to spend no more than 35 minutes on Section A.

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.

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This document consists of **2** printed pages.



**Section A (Short Answer)**

Answer **all** questions.

- 1 (a) State **two** advantages of being a sole trader. [2]  
(b) Briefly explain **two** objectives a small business might have, other than profit maximisation. [3]
- 2 (a) Define the term 'market segmentation'. [2]  
(b) Briefly explain **two** methods of market segmentation. [3]
- 3 Explain the key features of lean production. [5]
- 4 (a) What is a cash flow forecast? [2]  
(b) Explain **one** way of improving a business' cash flow. [3]

**Section B (Essay)**

Answer **one** question only.

- 5 (a) Explain why a Human Resources Manager (HRM) should have a good knowledge of motivation theory. [8]  
(b) Discuss how an HRM manager might improve poor levels of motivation in a large supermarket. [12]
- 6 Discuss how the Internet presents opportunities and threats for businesses in your country. [20]
- 7 (a) Explain **two** methods that might be used for the visual presentation of business information. [8]  
(b) A manufacturer of soft drinks wants information about customer needs and preferences. Discuss how this information might be collected. [12]

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