

Cambridge International AS & A Level

BUSINESS 9609/12

Paper 1 Short Answer and Essay

May/June 2022

1 hour 15 minutes

You must answer on the enclosed answer booklet.

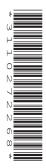
You will need: Answer booklet (enclosed)

INSTRUCTIONS

- Section A: answer all questions.
- Section B: answer one question.
- Follow the instructions on the front cover of the answer booklet. If you need additional answer paper, ask the invigilator for a continuation booklet.

INFORMATION

- The total mark for this paper is 40.
- The number of marks for each question or part question is shown in brackets [].



Section A (Short Answer)

Answer all questions.

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

1	(a)	Define the term 'piece rate'.	[2]
	(b)	Explain two advantages to a business of using a time based payment method.	[3]
2	(a)	Define the term 'franchise'.	[2]
	(b)	Explain two advantages to a business of buying a franchise.	[3]
3		plain why a business manager needs to understand the difference between capital expendit revenue expenditure.	iture [5]
4	(a)	Define the term 'price elasticity of demand'.	[2]
	(b)	Explain two benefits to a business of knowing the price elasticity of demand of its produ	ucts. [3]
Section B (Essay)			
Answer one question only.			
5	(a)	Analyse the advantages to a business of using mass customisation.	[8]
	(b)	Discuss the importance to a hotel of having effective inventory control.	[12]
6	Disc	cuss the importance of emotional intelligence to a manager of a luxury holiday resort.	[20]
7	(a)	Analyse the advantages to a business of using online advertising.	[8]
	(b)	Discuss the usefulness to a furniture retailer of using secondary market research we planning to enter a new market.	hen [12]

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