



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

BUSINESS STUDIES

9707/01

Paper 1 Short Answer and Essay

For Examination from 2011

SPECIMEN PAPER

1 hour 15 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.

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.

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



Section A (Short Answers)

Answer **all** questions.

- 1 (a) State **two** reasons why the market for a product might reduce in size. [2]
- (b) Distinguish between market size and market share. [3]
- 2 Explain how a manufacturing business might be affected by ethical issues. [5]
- 3 (a) State **two** ways in which a business may achieve added value. [2]
- (b) Why is added value important for businesses? [3]
- 4 (a) Define the concept of 'emotional intelligence'. [2]
- (b) Describe **two** qualities of a successful entrepreneur. [3]

Section B (Essay question)

Answer **one** question only.

- 5 (a) Explain the purposes of a company's Balance Sheet and Income Statement. [8]
- (b) Discuss the usefulness of published company accounts to both managers and shareholders. [12]
- 6 Discuss the importance of good leadership for a successful business. [20]
- 7 (a) Analyse how a soft drinks manufacturer might segment the market for its products. [8]
- (b) Discuss the most suitable methods of market research for a new product being developed by a soft drinks manufacturer. [12]

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