

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

BUSINESS STUDIES 9707/13

Paper 1 Short Answer and Essay

October/November 2012 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.

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

#### Section A

Answer all questions.

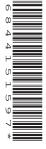
#### Section B

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.





## Section A (Short Answer)

### Answer all questions.

1	(a)	Define the term 'private limited company'.	[2]
	(b)	Briefly explain <b>two</b> disadvantages to a sole trader of changing to a private limited comp	any. [3]
2	(a)	Define the term 'supply'.	[2]
	(b)	Briefly explain <b>two</b> factors that could influence the price of rice.	[3]
3	Exp	plain the difference between 'cash' and 'profit'.	[5]
4	(a)	Define the term 'employee participation'.	[2]
	(b)	Briefly explain <b>two</b> possible disadvantages for a business that has an employee participa system.	ation [3]
		Section B (Essay)	
		Answer <b>one</b> question only.	
5	(a)	Explain the difference between CAD (computer-aided design) and CAM (computer-aimanufacturing) in a business context.	ided [8]
	(b)	Discuss the benefits and limitations of using new technology such as CAD and CAM.	[12]
6	Disc	cuss the view that money is the only factor that motivates people to work hard.	[20]
7	(a)	Explain the link between marketing objectives and corporate objectives.	[8]
	(b)	Discuss how an understanding of market segmentation could help a luxury hotel achieve marketing objectives.	e its [12]

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