

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 2011
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.

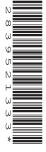
Section B

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 'partnership'.	[2]
	(b)	Outline two advantages that a partnership might have over a sole trader.	[3]
2	(a)	State two internal sources of finance for a business.	[2]
	(b)	Explain two external sources of finance that might be used to fund the capital expenditure a public limited company.	e of [3]
3	Ехр	lain why service differentiation is important for businesses in the tertiary sector.	[5]
4	(a)	Define the term 'induction training'.	[2]
	(b)	Briefly explain why a business might invest in the training of its staff.	[3]
		Section B (Essay)	
		Answer one question only.	
5	(a)	Explain how technology has influenced the marketing activities of businesses.	[8]
	(b)	Discuss the impact on a car manufacturer of using new technology in its design manufacturing operations.	and [12]
6		cuss how the closure of a business owning many large retail stores might affect differ seholders.	rent [20]
7	(a)	Explain the usefulness for a business leader of McGregor's classification of leadership sty (theory X and theory Y).	yles [8]
	(b)	Discuss the factors that a business leader might take into account when choosing between an autocratic and laissez-faire leadership style.	een [12]

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