

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

BUSINESS STUDIES 9707/11

Paper 1 Short Answer and Essay

May/June 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.

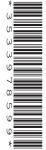
Section B

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)	State two aims of a social enterprise organisation.	[2]
	(b)	Briefly explain how entrepreneurs could benefit your country.	[3]
2	(a)	Define the term 'workforce planning'.	[2]
	(b)	Briefly explain two ways a Human Resources manager could achieve effective wor planning.	kforce [3]
3		plain two diseconomies of scale a business could experience when expanding into ations.	more [5]
4	(a)	Define the term 'start up capital'.	[2]
	(b)	Briefly explain two sources of start up capital.	[3]
		Section B (Essay)	
		Answer one question only.	
5	(a)	Explain the advantages for a franchisee of a 'franchise' as a form of business.	[8]
	(b)	Discuss the importance of small businesses to the economy of your country.	[12]
6	Disc	cuss the usefulness to senior managers of analysing profitability ratios and liquidity ratio	s. [20]
7	(a)	Explain and analyse the difference between 'product orientation' and 'customer orient	ation'. [8]
	(b)	Discuss how a business in your country could assess the effectiveness of its market res	earch. [12]

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