

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

May/June 2006

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.

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



Section A (Short Answer)

Answer **all** questions.

- 1 (a) Outline **one** difference between the public sector and private sector of an economy. [2]
 (b) Explain **one** difference between private and public limited companies. [3]
- 2 (a) Define the term 'redundancy'. [2]
 (b) Briefly explain the role of human resource management. [3]
- 3 Explain the importance of profit maximisation for a public limited company. [5]
- 4 (a) Briefly distinguish between primary and secondary market research. [2]
 (b) Explain why a business might use quota sampling in market research. [3]

Section B (Essay)

Answer **one** question only.

- 5 (a) Examine the different sources of finance which a car manufacturer might use in order to fund investment in new technology. [8]
 (b) Discuss the problems which the car manufacturer might experience in introducing new technology into one of its factories. [12]
- 6 Discuss the importance of good leadership for a successful business. [20]
- 7 (a) Analyse the benefits to your country's economy from a multinational manufacturer of computers locating a new factory there. [8]
 (b) Discuss how a computer manufacturer might choose between different channels of distribution in a new export market. [12]

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

University of Cambridge International Examinations is part of the University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.