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**BUSINESS STUDIES**

**9707/11**

Paper 1 Short Answer and Essay

**October/November 2014**

**1 hour 15 minutes**

No Additional Materials are required.

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**READ THESE INSTRUCTIONS FIRST**

An answer booklet is provided inside this question paper. You should follow the instructions on the front cover of the answer booklet. If you need additional answer paper ask the invigilator for a continuation booklet.

**Section A**

Answer **all** questions.

**Section B**

Answer **one** question.

You are advised to spend no more than 35 minutes on Section A.

The number of marks is given in brackets [ ] at the end of each question or part question.

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This document consists of **2** printed pages, **2** blank pages and **1** insert.

**Section A (Short Answers)**

Answer **all** questions.

- 1 (a) Define the term 'primary research'. [2]  
(b) Briefly explain the difference between random sampling and stratified sampling. [3]
- 2 (a) State **two** functions of human resources management. [2]  
(b) Briefly explain the difference between redundancy and dismissal. [3]
- 3 Explain the importance of a mission statement to the employees of a public limited company. [5]
- 4 (a) Define the term 'process innovation'. [2]  
(b) Briefly explain **two** advantages to customers of job production. [3]

**Section B (Essay)**

Answer **one** question only.

- 5 (a) Explain why a business needs to hold a suitable level of cash. [8]  
(b) Discuss how a **small** business could improve its cash flow. [12]
- 6 Discuss the main factors an electronic goods manufacturer should consider before deciding whether to sell its products through the Internet. [20]
- 7 (a) Explain the weaknesses of 'family owned' businesses. [8]  
(b) Discuss why some businesses do not set a growth objective. [12]



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