

### **Cambridge International Examinations**

Cambridge International Advanced Subsidiary and Advanced Level

#### **BUSINESS STUDIES**

9707/11

Paper 1 Short Answer and Essay

May/June 2015
1 hour 15 minutes

No Additional Materials are required.

#### **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**

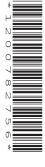
Answer all questions.

#### **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.



International Examinations

# **Section A (Short Answer)**

### Answer all questions.

1	(a)	Define the term 'leadership'.	[2]
	(b)	Briefly explain <b>one</b> style of business leadership.	[3]
2	(a)	Define the term 'business relocation'.	[2]
	(b)	Briefly explain <b>two</b> factors that could cause a business to relocate.	[3]
3	Exp	plain how a manufacturing company could finance its expansion.	[5]
4	(a)	Define the term 'franchise'.	[2]
	(b)	Briefly explain <b>two</b> benefits for an entrepreneur of becoming a franchisee.	[3]
		Section B (Essay)	
		Answer <b>one</b> question only.	
5	(a)	Explain why a new business should be more concerned about cash flow than making a pro-	ofit. [8]
	(b)	Discuss the advantages and disadvantages for a new business of using an overdraft as a of managing its cash flow.	way [12]
6		cuss the factors that would indicate that a retail business has effective human resounagement.	ırce [20]
7	(a)	Explain the differences between niche marketing and mass marketing.	[8]
	(b)	Discuss the view that marketing is only about the advertising and selling of products services.	and [12]

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