



Mock Exam 1

BUSINESS

9609

Paper 1 Short Answer and Essay

1 hour 15 minutes

You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

INSTRUCTIONS

- Section A: answer **all** questions.
- Section B: answer **one** question.
- Follow the instructions on the front cover of the answer booklet. If you need additional answer paper, ask the invigilator for a continuation booklet.

INFORMATION

- The total mark for this paper is 40.
- The number of marks for each question or part question is shown in brackets [].

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Section A

Answer **all** Questions

- 1 (a) Define the term franchise. (2)
- (b) Explain two reasons why conflict might arise between different stakeholders (3)
- 2 (a) Define the term motivation. (2)
- (b) Explain two advantages to employees of performance related pay. (3)
- 3 (a) Define the term random sampling. (2)
- (b) Briefly explain two non-price factors which could increase the demand for a good or service. (3)
- 4 Explain the possible benefits of mass customisation to a computer manufacturer. (5)

Section B

Answer **one** question only

EITHER

- 5 (a) Analyse how break-even analysis might be used by a business when making a decision to introduce a new product. (8)
- (b) Discuss the importance of cash flow forecasting to a new car hire business. (12)

OR

- 6 (a) Analyse the potential benefits for a business of a laissez-faire leadership style. (8)
- (b) Discuss whether the ideas of David McClelland could help managers of a hospital to satisfy the human needs of its employees. (12)