



# Mock Exam 2

---

**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 [ ].

A large, light grey watermark of the 'alt' logo is centered on the page. It features the lowercase letters 'alt' in a bold, sans-serif font, enclosed within a rounded square border. A small grey dot is located at the top right corner of the square.

**Section A**

Answer **all** Questions

- 1 (a) Define the term commission. (2)
- (b) Explain how team working could improve the motivation of employees. (3)
- 2 (a) Define the term niche market. (2)
- (b) Explain two factors which might influence supply of a product. (3)
- 3 (a) Define the term effectiveness. (2)
- (b) Explain two functions of an operations management department. (3)
- 4 Explain how better management of trade receivables and trade payables can improve cash flow. (5)

**Section B**

Answer **one** question only

**EITHER**

- 5 (a) Analyse how marketing could be used to add value to a product. (8)
- (b) Discuss the usefulness of secondary market research to a business planning to launch a new luxury perfume. (12)

**OR**

- 6 (a) Analyse the possible disadvantages to a business of changing from batch production to flow production. (8)
- (b) Discuss the importance to a hotel of having effective inventory control. (12)