

Candidate Name

Candidate Number

Centre Name

Centre Number


**Paper 1: Business Studies**

For Examination December 2023

(1 Hour 30 Minutes)

It is necessary to respond on the answer sheets provided alongside this question paper. Additionally, you must have a soft pencil (preferably of type B or HB), a clean eraser and a dark blue or black pen.

**INSTRUCTIONS:**

- You must write your name, candidate number, centre name and centre number on the answer sheets in the designated spaces.
- Attempt all the questions required using a dark blue or black pen.
- It is important to follow the instructions provided on the answer sheets.
- Do not use correction fluid.
- Avoid writing on any bar codes.

**INFORMATION:**

The total number of **marks for this paper is 60**. The number of marks assigned for every question or its parts is indicated within brackets [ ]

### Section A: Short Response Questions

**(1a) Describe** the role of business objectives at the following levels: (i) individual, (ii) departmental, and (iii) corporate.

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**(3 marks)**

**(2a) Assess** the stages of business decision making, including (i) motivations, and (ii) methods behind the execution.

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**(2 marks)**

**(3a) Explore** the reasons influencing success and failures of an early on business.

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**(1 mark)**

**(4a) Describe** the role of an entrepreneur in economic growth. Unit

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**(1 mark)**

**(5a) Examine** the variations of social enterprise.

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**(3 marks)**

**(6a) Explore** the interrelationship between multinationals and the international market.

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**(2 marks)**

**(7a) Discuss** the motivation behind fluctuation in overseas production involving offshoring and re-shoring.

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**(4 marks)**

**(8a) Examine** the importance of limited and unlimited liability.

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**(2 marks)**

**(9a) Assess** the influence of stakeholders on businesses and the techniques a business may use for engaging stakeholders.

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**(2 marks)**

**(10a) Discuss** the relationship between small and large scale businesses in an industry.

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**(4 marks)**

**(11a) Compare** the major methods of inorganic growth for businesses such as: (i) joint ventures, (ii) strategic alliances, (iii) franchising, (iv) mergers, and (v) takeovers .

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**(5 marks)**

**(11a) Examine** the stages of business growth.

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**(1 mark)**

## Section B: Extended Response Questions

A textiles and manufacturing business wishes to export its products into a new country. It has consulted on its proposals with its shareholders who have demanded the company enter into a series of international business agreements before exporting its products.

**(2a) Examine** the advantages and disadvantages of agreeing to the demands of the shareholders.

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**(10 marks)**

**Communication is an essential component in the success or failure of a business.  
There are various approaches to organisational communication.**

**(2b) Discuss** the extent to which the following types of communication can lead to the success or failure of a business: (i) written, (ii) verbal, (iii) oral, and (iv) visual communication.

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**(10 marks)**



**Corporate Social Responsibility has the ability to improve the image, reputation and profitability of a company.**

**(3b) Explain** the strengths and limitations of Corporate Social Responsibility.

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**(4 marks)**

**Small and medium-sized employers (SMEs) are required to ensure their employment contracts are legally robust, which is the same for large employers. However, a number of SMEs believe that employment law is confusing, over-burdensome and**

**(3c) Examine** the advantages and disadvantages SMEs having to meet the same employment requirements as large employers. Your response should focus on the following types of employment contracts: (i) temporary, and (ii) permanent.

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**(6 marks)**