

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.

(3 marks)

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

(2 marks)

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

(1 mark)

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

(1 mark)

(5a) Examine the variations of social enterprise.

(3 marks)

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

(2 marks)

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

(4 marks)

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

(2 marks)

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

(2 marks)

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

(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 .

(5 marks)

(11a) Examine the stages of business growth.

(1 mark)

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.

(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.

(6 marks)