



1 (a) Identify and explain **two** objectives which Joey and Jennifer could set for the business.

Objective 1: .....

.....

Explanation: .....

.....

.....

.....

.....

.....

Objective 2: .....

.....

Explanation: .....

.....

.....

.....

.....

.....[8]



- 2 (a) Identify and explain **four** suitable ways Joey could communicate with his employees if he wants them to work extra hours to complete an urgent order.

Way 1: .....

.....

Explanation: .....

.....

Way 2: .....

.....

Explanation: .....

.....

Way 3: .....

.....

Explanation: .....

.....

Way 4: .....

.....

Explanation: .....

.....[8]



- 3 (a) Identify and explain **two** leadership styles which would be suitable for Joey to use with the production workers.

Leadership style 1: .....

Explanation: .....

.....  
.....  
.....  
.....  
.....  
.....  
.....

Leadership style 2: .....

Explanation: .....

.....  
.....  
.....  
.....  
.....  
.....  
.....  
.....

[8]

(b) (i) Refer to the cash flow forecast in Appendix 2.

Calculate values for W, X, Y and Z and write your answers below.

W: .....

X: .....

Y: .....

Z: .....[4]

(ii) Consider **two** ways of improving the cash flow position. Recommend the best way for Jennifer to improve the cash flow over the next six months. Justify your answer.

Way 1: .....

.....  
.....  
.....  
.....  
.....

Way 2: .....

.....  
.....  
.....  
.....  
.....

Recommendation: .....

.....  
.....  
.....  
.....  
.....

.....[8]

4 (a) Identify and explain **two** possible reasons why TP could fail.

Reason 1: .....

.....

Explanation: .....

.....

.....

.....

.....

.....

Reason 2: .....

.....

Explanation: .....

.....

.....

.....

.....

.....

.....[8]







**BLANK PAGE**

---

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge International Examinations Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at [www.cie.org.uk](http://www.cie.org.uk) after the live examination series.

Cambridge International Examinations is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.