Cambridge Assessment International Education

Cambridge International AS & A Level

BUSINESS **9609/13**

Paper 1 Short Answer and Essay **October/November 2021**

1 hour 15 minutes

4741493377

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 [ ].

This document has **4** pages. Any blank pages are indicated.

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Section A (Short Answer)

Answer **all** questions.

1 **(a)** Define the term 'marketing mix'. [2]

(b) Explain **two** ways that a business can use the place element of the marketing mix. [3]

2 **(a)** Define the term 'business stakeholders'. [2]

(b) Explain **two** reasons why conflict might arise between different stakeholders. [3]

3 Explain why it is important for a business to have effective human resource management (HRM). [5]

4 **(a)** Define the term 'published accounts'. [2]

(b) Explain **two** limitations of published accounts. [3]

Section B (Essay)

Answer **one** question only

5 **(a)** Analyse the advantages for a business of a Just in Time (JIT) system of inventory management. [8]

(b) Discuss the importance of operational flexibility and innovation to a multinational car manufacturer. [12]

6 'The *economic man* theory used by Taylor is the best way to motivate the employees of a customer service call centre business.'

Discuss the extent to which you agree with this view. [20]

7 **(a)** Analyse how break-even analysis might help an entrepreneur to make decisions about starting a new business. [8]

(b) Discuss the possible challenges for an entrepreneur in starting a new business selling only vegetarian food products. [12]

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