Cambridge Assessment International Education

Cambridge International AS & A Level

BUSINESS **9609/13**

Paper 1 Short Answer and Essay **October/November 2022**

1 hour 15 minutes

5190348722

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 'person specification'. [2]

(b) Explain **two** purposes of a job description. [3]

2 **(a)** Define the term 'public sector'. [2]

(b) Explain **two** reasons why some organisations operate in the public sector. [3]

3 Explain how a business might improve its cash flow. [5]

4 **(a)** Define the term 'transformation process'. [2]

(b) Explain **two** ways process innovation could improve the efficiency of business operations. [3]

Section B (Essay)

Answer **one** question only

5 **(a)** Analyse the benefits to a business of product portfolio analysis. [8]

(b) Discuss the importance of branding when promoting a soft drink. [12]

6 'Human resource management (HRM) is the most important business function in a hospital'.

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

7 **(a)** Analyse the advantages of a public limited company (plc) as a legal structure for a business. [8]

(b) Discuss the view that the activities of banks should be significantly influenced by ethics. [12]

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