Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS **9609/13**

Paper 1 Short Answer and Essay **May/June 2016**

1 hour 15 minutes

No Additional Materials are required.

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READ THESE INSTRUCTIONS FIRST

An answer booklet is provided inside this question paper. You should follow the instructions on the front cover of the answer booklet. If you need additional answer paper ask the invigilator for a continuation booklet.

Section A
Answer **all** questions.
Section B
Answer **one** question.
You are advised to spend no more than 35 minutes on Section A.

The number of marks is given in brackets [ ] at the end of each question or part question.

This document consists of **2** printed pages, **2** blank pages and **1** insert.

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Section A (Short Answer)

Answer **all** questions.

1 **(a)** Define the term 'market segmentation'. [2]

(b) Briefly explain **two** reasons why a business might segment the market for its products. [3]

2 **(a)** Define the term 'workforce planning'. [2]

(b) Briefly explain **two** benefits to a business of workforce planning. [3]

3 Explain why efficiency is important to a manufacturing business. [5]

4 **(a)** Define the term 'start-up capital'. [2]

(b) Briefly explain **two** sources of start-up capital. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Analyse the advantages of a co-operative as a legal form of business. [8]

(b) Discuss the factors that could influence the success of a small business manufacturing fashion clothing for children. [12]

6 'The most effective way to realise human potential in a manufacturing business is to give high rates of financial rewards to the workforce.'

Do you agree? Justify your view. [20]

7 **(a)** Analyse how profitability ratios could be useful for any **two** business stakeholders. [8]

(b) Discuss the view that the limitations of published accounts significantly weaken their usefulness for business stakeholders. [12]

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