Cambridge International AS & A Level

Cambridge Assessment International Education
Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS **9609/13**

Paper 1 Short Answer and Essay **May/June 2019**

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 its market. [3]

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

(b) Briefly explain **two** ways a manufacturing business might improve the efficiency of its operations. [3]

3 Explain why cost information is important for business decision-making. [5]

4 **(a)** Define the term 'emotional intelligence'. [2]

(b) Briefly explain **two** of Goleman's emotional intelligence competencies. [3]

Section B (Essay)

Answer **one** question only

5 **(a)** Analyse the impact of small businesses on the development of a country. [8]

(b) Discuss the view that a public limited company should prioritise the aims of its shareholders rather than those of other stakeholder groups. [12]

6 The human resources manager of a hotel has said: 'If we empower our employees, work performance will definitely improve.'

Discuss this view. [20]

7 **(a)** Analyse the external sources of finance a multinational car manufacturer may use to finance the production of a new electric car. [8]

(b) An ability to understand income statements and statements of financial position is the most important quality required of a senior manager in a business.

Discuss this view. [12]

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