Cambridge Assessment International Education

Cambridge International AS & A Level

BUSINESS **9609/14**

Paper 1 Short Answer and Essay **May/June 2021**

1 hour 15 minutes

4052608218

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.

© UCLES 2021

Section A (Short Answer)

Answer **all** questions.

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

(b) Explain **two** reasons why a business might use secondary market research data. [3]

2 **(a)** Define the term 'economies of scale'. [2]

(b) Explain **two** possible causes of diseconomies of scale. [3]

3 Explain the benefits to a business of workforce planning. [5]

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

(b) Explain **two** stages of business decision-making. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Analyse why it is considered important for a business to have human resource (HR) policies on diversity and equality. [8]

(b) Discuss the importance for a hospital of ensuring a 'work-life balance' for its employees. [12]

6 Discuss the limitations of using cost information to monitor and improve the performance of a group of luxury hotels. [20]

7 **(a)** Analyse how a business might use price elasticity of demand when making pricing decisions. [8]

(b) Discuss the importance to a car manufacturer of using the marketing mix to increase its market share. [12]

© UCLES 2021

BLANK PAGE

© UCLES 2021

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 Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

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

© UCLES 2021