Cambridge Assessment International Education

Cambridge International AS & A Level

BUSINESS **9609/13**

Paper 1 Short Answer and Essay **May/June 2022**

1 hour 15 minutes

5667717506

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.

You are advised to spend no more than 35 minutes on Section A.

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

(b) Explain **two** advantages to a business of using induction training. [3]

2 **(a)** Define the term 'corporate social responsibility' (CSR). [2]

(b) Explain **two** disadvantages to a business of having CSR as a business objective. [3]

3 Explain why a business might choose to hold low levels of inventory. [5]

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

(b) Explain **two** disadvantages to a business of using competitive pricing. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Analyse the disadvantages to a sole trader of changing to a partnership. [8]

(b) Discuss whether entering into a franchise agreement is the best way for a new entrepreneur to start a business. [12]

6 'The published accounts of a public limited company are only useful to internal stakeholders.'

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

7 **(a)** Analyse the benefits to a business of niche marketing. [8]

(b) Discuss whether a successful soft drinks business needs to continue to carry out market research. [12]

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