Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS **9609/13**

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

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Section A (Short Answer)

Answer **all** questions.

1 **(a)** Distinguish between external and internal recruitment. [2]

(b) Briefly explain **two** advantages to a business of internal recruitment. [3]

2 **(a)** Define 'product life cycle'. [2]

(b) Briefly explain **two** uses of the product life cycle to a business. [3]

3 Explain why many new businesses fail within their first year. [5]

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

(b) Briefly explain **two** objectives of an operations management department. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Analyse the qualities of a successful entrepreneur. [8]

(b) Discuss why senior managers leading large public limited companies might decide **not** to have corporate social responsibility (CSR) as a business objective. [12]

6 Discuss how a large national fast food retailer could develop effective marketing during a period of economic recession. [20]

7 **(a)** Analyse the advantages of crowd funding as a source of finance for a small business. [8]

(b) Discuss the view that non-financial measures of business performance may be as important as financial measures of business performance. [12]

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