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 2017**

1 hour 15 minutes

No Additional Materials are required.

9406853951

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.

© UCLES 2017

CAMBRIDGE International Examinations

Section A (Short Answer)

Answer **all** questions.

1 **(a)** Define the term 'marketing mix'. [2]

(b) Briefly explain the importance to a business of **product** in the marketing mix. [3]

2 **(a)** Define the term 'induction training'. [2]

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

3 Explain the responsibilities employees have to the business that employs them. [5]

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

(b) Briefly explain **two** economies of scale. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Analyse why primary market research could be more useful to a business than secondary market research. [8]

(b) Discuss the advantages and disadvantages to a business of using focus groups to collect market information on a new product. [12]

6 Discuss the view that cash flow forecasts for a new international airport may be of limited use to its senior managers. [20]

7 **(a)** Analyse the methods managers might use to help employees satisfy their self-actualisation needs, as identified by Maslow. [8]

(b) Discuss the view that the ability to motivate others is the most important quality of an effective business leader. [12]

© UCLES 2017

BLANK PAGE

© UCLES 2017

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

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