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 **October/November 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 'product differentiation'. [2]

(b) Briefly explain **two** marketing benefits to a business of product differentiation. [3]

2 **(a)** Define the term 'contract of employment'. [2]

(b) Briefly explain **two** advantages to employees of having a contract of employment. [3]

3 Explain the benefits of a co-operative to its members. [5]

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

(b) Briefly explain **two** reasons why a business might decide to relocate. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Analyse the advantages to a financial services business of improving employees' work-life balance. [8]

(b) Discuss why it is considered important for businesses to have effective policies on diversity and equality. [12]

6 'Marketing is the most important function in a business.'

Discuss this view. [20]

7 **(a)** Analyse how profitability ratios could be useful for the stakeholders of a business. [8]

(b) 'The limitations of the published accounts of public limited companies significantly reduce their usefulness as measures of business performance.'

Discuss this view. [12]

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