UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education
Advanced Subsidiary Level and Advanced Level

BUSINESS STUDIES **9707/13**

Paper 1 Short Answer and Essay **May/June 2010**

1 hour 15 minutes

Additional Materials: Answer Booklet/Paper

6534384402

READ THESE INSTRUCTIONS FIRST

If you have been given an Answer Booklet, follow the instructions on the front cover of the Booklet.
Write your Centre number, candidate number and name on all the work you hand in.
Write in dark blue or black pen.
Do not use staples, paper clips, highlighters, glue or correction fluid.

Section A
Answer **all** questions.
Section B
Answer **one** question.
You are advised to spend no more than 35 minutes on Section A.

At the end of the examination, fasten all your work securely together.
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)** Define the term 'quality control'. [2]

(b) Briefly explain **two** reasons why quality is important for a business. [3]

2 **(a)** Define primary research. [2]

(b) Distinguish between 'random sampling' and 'quota sampling'. [3]

3 Briefly explain **three** functions of Human Resource Management. [5]

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

(b) Explain why it is important for a business to manage working capital. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Explain the purposes of a Balance Sheet and a Profit and Loss Account. [8]

(b) Discuss how and why a business might use the straight line method to make a depreciation provision in its final accounts. [12]

6 Discuss the main factors that a business should consider before deciding to sell its products on the Internet. [20]

7 **(a)** Explain why it is important for a business to have a motivated workforce. [8]

(b) Using motivation theory, discuss the factors that might influence the level of motivation of the workforce in a manufacturing business. [12]

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