Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS STUDIES **9707/13**

Paper 1 Short Answer and Essay **October/November 2014**

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 Answers)

Answer **all** questions.

1 **(a)** Define the term 'market research'. [2]

(b) Briefly distinguish between desk (secondary) methods and field (primary) methods of market research. [3]

2 **(a)** State **two** functions of a manager. [2]

(b) Briefly explain **two** ways in which human needs could be satisfied at work. [3]

3 With the aid of **two** examples, explain how the objectives of one group of business stakeholders could conflict with those of another group. [5]

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

(b) Briefly distinguish between revenue expenditure and capital expenditure. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Explain the benefits to a railway company of using price discrimination for ticket sales. [8]

(b) Discuss **why** a business could use different pricing strategies during the life of a product or service. [12]

6 Discuss the factors a large manufacturing business should consider before relocating its operations to another country. [20]

7 **(a)** Explain the strengths and weaknesses of a 'co-operative' legal structure for business. [8]

(b) Discuss how ethics may influence the activities of a business. [12]

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