

BUSINESS

Paper 1 Short Answer and Essay

9609/13 May/June 2016 1 hour 15 minutes

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

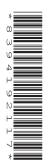
An answer booklet is provided inside this question paper. You should follow the instructions on the front cover of the answer booklet. If you need additional answer paper ask the invigilator for a continuation booklet.

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)	Define the term 'market segmentation'.	[2]
	(b)	Briefly explain two reasons why a business might segment the market for its products.	[3]
2	(a)	Define the term 'workforce planning'.	[2]
	(b)	Briefly explain two benefits to a business of workforce planning.	[3]
3	Exp	lain why efficiency is important to a manufacturing business.	[5]
4	(a)	Define the term 'start-up capital'.	[2]
	(b)	Briefly explain two sources of start-up capital.	[3]

Section B (Essay)

Answer **one** question only.

- 5 (a) Analyse the advantages of a co-operative as a legal form of business. [8]
 - (b) Discuss the factors that could influence the success of a small business manufacturing fashion clothing for children. [12]
- 6 'The most effective way to realise human potential in a manufacturing business is to give high rates of financial rewards to the workforce.'

Do you agree? Justify your view. [20]

- 7 (a) Analyse how profitability ratios could be useful for any two business stakeholders. [8]
 - (b) Discuss the view that the limitations of published accounts significantly weaken their usefulness for business stakeholders. [12]

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