

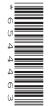
Cambridge International AS & A Level

BUSINESS 9609/13

Paper 1 Short Answer and Essay

October/November 2020

1 hour 15 minutes



You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

INSTRUCTIONS

- Section A: answer all questions.
- Section B: answer one question.
- Follow the instructions on the front cover of the answer booklet. If you need additional answer paper, ask the invigilator for a continuation booklet.

INFORMATION

- The total mark for this paper is 40.
- The number of marks for each question or part question is shown in brackets [].

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Section A (Short Answer)

Answer all questions.

You are advised to spend no more than 35 minutes on Section A.

1	(a)	Define the term 'market research'.	[2]
	(b)	Explain two advantages to a business of using primary (field) market research data.	[3]
2	(a)	Define the term 'liquidity ratio'.	[2]
	(b)	Explain two limitations of using accounting ratios.	[3]
3	Exp	olain why emotional intelligence is an important quality of an effective business leader.	[5]
4	(a)	Define the term 'intellectual capital'.	[2]
	(b)	Explain two functions of an operations management department.	[3]
		Section B (Essay)	
		Answer one question only.	
5	(a)	Analyse the benefits to a business of introducing computer aided design (CAD).	[8]
	(b)	Discuss the view that it is more important for a manufacturer of bicycles to be effective the is to be efficient.	an it [12]
6	'Limited investment in employee training and development in a primary sector business will lead to poor business performance.'		
	Disc	cuss the extent to which you agree with this view.	[20]
7	(a)	Analyse why mission statements are important to many businesses.	[8]
	(b)	Discuss why the shareholders of a public limited company might not support corporate so responsibility (CSR) as a business objective.	ocial [12]

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