

Cambridge International AS & A Level

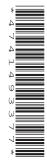
BUSINESS

Paper 1 Short Answer and Essay

9609/13

October/November 2021

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 [].

This document has 4 pages. Any blank pages are indicated.

Section A (Short Answer)

Answer all questions.

1	(a) Define the term 'marketing mix'.	[2]
	(b) Explain two ways that a business can use the place element of the marketing mix.	[3]
2	(a) Define the term 'business stakeholders'.	[2]
	(b) Explain two reasons why conflict might arise between different stakeholders.	[3]
3	Explain why it is important for a business to have effective human resource management (HF	RM). [5]
4	(a) Define the term 'published accounts'.	[2]

(b) Explain two limitations of published accounts. [3]

Section B (Essay)

Answer one question only

- 5 (a) Analyse the advantages for a business of a Just in Time (JIT) system of inventory management.
 [8]
 - (b) Discuss the importance of operational flexibility and innovation to a multinational car manufacturer. [12]
- 6 'The *economic man* theory used by Taylor is the best way to motivate the employees of a customer service call centre business.'

Discuss the extent to which you agree with this view. [20]

- 7 (a) Analyse how break-even analysis might help an entrepreneur to make decisions about starting a new business.
 [8]
 - (b) Discuss the possible challenges for an entrepreneur in starting a new business selling only vegetarian food products. [12]

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