

Cambridge International Examinations

Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS STUDIES

9707/13

Paper 1 Short Answer and Essay

May/June 2014 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

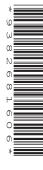
Answer all questions.

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.



This document consists of 2 printed pages, 2 blank pages and 1 insert.



Section A (Short Answer)

Answer all questions.

1	(a)	Define the term 'niche marketing'.	[2]
	(b)	Briefly explain two possible disadvantages of a niche marketing strategy.	[3]
2	(a)	Define the term 'disciplinary procedures'.	[2]
	(b)	Briefly explain two reasons why disciplinary procedures are important for a business who managing its employees.	nen [3]
3	Exp	plain factors that could affect the level of inventory held by a business.	[5]
4	(a)	Define the term 'break-even'.	[2]
	(b)	Briefly explain two uses of break-even analysis for a manufacturing business.	[3]
Section B (Essay)			
Answer one question only.			
5	(a)	Explain why a business could decide to use only non-financial rewards to improve motivation of its workforce.	the [8]
	(b)	·	sful 12]
6		cuss the advantages and drawbacks for a business of setting corporate responsib ectives.	ility 20]
7	(a)	Explain how the main differences between the legal structures of sole traders and pullimited companies affect the way such businesses are financed.	blic [8]
	(b)	Discuss how cost information could be used to monitor and improve the performance of hotel business.	of a 12]

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