Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS **9609/13**

Paper 1 Short Answer and Essay **May/June 2018**

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 Answer)

Answer **all** questions.

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

(b) Briefly explain **two** styles of business leadership. [3]

2 **(a)** Define the term 'operations management'. [2]

(b) Briefly explain **two** ways in which changes in technology might affect the operations management of a business. [3]

3 Explain why the objectives of a business might change over time. [5]

4 **(a)** Define the term 'marginal cost'. [2]

(b) Briefly explain, with examples, **two** other types of business costs. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Analyse the advantages of venture capital as a source of finance for a small business. [8]

(b) Discuss the view that non-financial measures of business performance are just as important as financial measures of business performance. [12]

6 Discuss how the motivational theory of Maslow differs from that of Vroom. [20]

7 **(a)** Analyse the potential advantages to a community of a business with triple bottom line targets. [8]

(b) Discuss the role of business enterprise in the development of a country. [12]

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