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**BUSINESS**

**9609/13**

Paper 1 Short Answer and Essay

**October/November 2017**

**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.

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### Section A (Short Answer)

Answer **all** questions.

- 1 (a) Define the term 'marketing mix'. [2]  
 (b) Briefly explain the importance to a business of **product** in the marketing mix. [3]
- 2 (a) Define the term 'induction training'. [2]  
 (b) Briefly explain **two** benefits to a business of training employees. [3]
- 3 Explain the responsibilities employees have to the business that employs them. [5]
- 4 (a) Define the term 'economies of scale'. [2]  
 (b) Briefly explain **two** economies of scale. [3]

### Section B (Essay)

Answer **one** question only.

- 5 (a) Analyse why primary market research could be more useful to a business than secondary market research. [8]  
 (b) Discuss the advantages and disadvantages to a business of using focus groups to collect market information on a new product. [12]
- 6 Discuss the view that cash flow forecasts for a new international airport may be of limited use to its senior managers. [20]
- 7 (a) Analyse the methods managers might use to help employees satisfy their self-actualisation needs, as identified by Maslow. [8]  
 (b) Discuss the view that the ability to motivate others is the most important quality of an effective business leader. [12]

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