



Cambridge International AS & A Level

BUSINESS

9609/13

Paper 1 Short Answer and Essay

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 (HRM). [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]

BLANK PAGE

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which itself is a department of the University of Cambridge.