

Cambridge International Examinations

Cambridge International Advanced Subsidiary and Advanced Level

el Randridge Com

BUSINESS STUDIES

9707/13

Paper 1 Short Answer and Essay

October/November 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.



Section A (Short Answers)

Answer all questions.

www.PapaCambridge.com 1 (a) Define the term 'market research'. (b) Briefly distinguish between desk (secondary) methods and field (primary) methods of market research. 2 (a) State two functions of a manager. [2] (b) Briefly explain two ways in which human needs could be satisfied at work. [3] 3 With the aid of two examples, explain how the objectives of one group of business stakeholders could conflict with those of another group. [5] 4 (a) Define the term 'working capital'. [2] **(b)** Briefly distinguish between revenue expenditure and capital expenditure. [3] Section B (Essay) Answer one question only. 5 (a) Explain the benefits to a railway company of using price discrimination for ticket sales. [8] (b) Discuss why a business could use different pricing strategies during the life of a product or service. [12] 6 Discuss the factors a large manufacturing business should consider before relocating its operations to another country. [20] 7 (a) Explain the strengths and weaknesses of a 'co-operative' legal structure for business. [8] **(b)** Discuss how ethics may influence the activities of a business. [12]

BLANK PAGE

www.PapaCambridge.com

Δ

BLANK PAGE

www.PapaCambridge.com

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.

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