

### **Cambridge International Examinations**

Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS 9609/13

Paper 1 Short Answer and Essay

May/June 2017
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** 

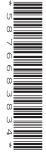
Answer all questions.

**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.



International Examinations

# **Section A (Short Answer)**

# Answer all questions.

1	(a)	Define the term 'opportunity cost'.	[2]
	(b)	Briefly explain how business decisions involve opportunity cost, using an appropri example.	ate [3]
2	(a)	Define the term 'buffer inventory'.	[2]
	(b)	Briefly explain <b>two</b> likely consequences for a business of poor inventory management.	[3]
3	Exp	plain how viral marketing could be an important part of marketing for a business.	[5]
4	(a)	Define the term 'share capital'.	[2]
	(b)	Briefly explain <b>one</b> advantage and <b>one</b> disadvantage of grants as a source of busine finance.	ess [3]
		Section B (Essay)	
		Answer <b>one</b> question only.	
5	(a)	Analyse how the features of an international market may differ from the features of a natio market.	nal [8]
	(b)	Discuss the advantages and disadvantages for a multi-product business of using product cycles to help make effective marketing decisions.	life 12]
6	'Sei	nior business managers must have a high level of emotional intelligence to be effective.'	
	Do	you agree with this view? Justify your answer. [	20]
7	(a)	Analyse the rights and responsibilities of employees as stakeholders in a business.	[8]
	(b)	Discuss how the stakeholders of a public sector organisation might be affected by a reduct in Government financial support for the organisation.	ion 12]

© UCLES 2017 9609/13/M/J/17

## **BLANK PAGE**

© UCLES 2017 9609/13/M/J/17

4

### **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 International Examinations Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cie.org.uk after the live examination series.

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.

© UCLES 2017 9609/13/M/J/17