
BUSINESS

9609/13

Paper 1 Short Answer and Essay

May/June 2016

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

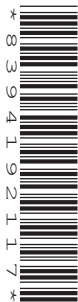
Answer **all** questions.

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.



This document consists of **2** printed pages, **2** blank pages and **1** insert.

Section A (Short Answer)

Answer **all** questions.

- 1 (a) Define the term 'market segmentation'. [2]
 (b) Briefly explain **two** reasons why a business might segment the market for its products. [3]
- 2 (a) Define the term 'workforce planning'. [2]
 (b) Briefly explain **two** benefits to a business of workforce planning. [3]
- 3 Explain why efficiency is important to a manufacturing business. [5]
- 4 (a) Define the term 'start-up capital'. [2]
 (b) Briefly explain **two** sources of start-up capital. [3]

Section B (Essay)

Answer **one** question only.

- 5 (a) Analyse the advantages of a co-operative as a legal form of business. [8]
 (b) Discuss the factors that could influence the success of a small business manufacturing fashion clothing for children. [12]
- 6 'The most effective way to realise human potential in a manufacturing business is to give high rates of financial rewards to the workforce.'
 Do you agree? Justify your view. [20]
- 7 (a) Analyse how profitability ratios could be useful for any **two** business stakeholders. [8]
 (b) Discuss the view that the limitations of published accounts significantly weaken their usefulness for business stakeholders. [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 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.