

Cambridge International Examinations

Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS 9609/13

Paper 1 Short Answer and Essay

October/November 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

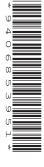
Answer all questions.

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 '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	Exp	lain 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 second market research.	dary [8]
	(b)	Discuss the advantages and disadvantages to a business of using focus groups to co market information on a new product.	llect [12]
6		cuss the view that cash flow forecasts for a new international airport may be of limited use to ior managers.	o its [20]
7	(a)	Analyse the methods managers might use to help employees satisfy their self-actualisate needs, as identified by Maslow.	ation [8]
	(b)	Discuss the view that the ability to motivate others is the most important quality of an effect business leader.	ctive [12]

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