

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

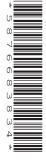
Answer all questions.

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 two 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 one advantage and one disadvantage of grants as a source of busine finance.	ess [3]
		Section B (Essay)	
		Answer one 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]

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