

Cambridge International Examinations

Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS 9609/13

Paper 1 Short Answer and Essay

October/November 2018
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 'private limited company'.	[2]
	(b)	Briefly explain one advantage and one disadvantage to a business of operating as a pullimited company, rather than as a private limited company.	ublic [3]
2	(a)	Define the term 'debt factoring'.	[2]
	(b)	Briefly explain two disadvantages of using debt factoring to improve the cash flow obusiness.	of a [3]
3		plain how an understanding of the product life cycle might help a business manage its productiolio.	duct [5]
4	(a)	Define the term 'lead time'.	[2]
	(b)	Briefly explain two advantages to a business of effective inventory management.	[3]
Section B (Essay)			
Answer one question only.			
5	(a)	Analyse the advantages of a partnership as a legal structure for the owners of a subusiness.	mall [8]
	(b)	Discuss the most important factors that could influence the success of a small busin manufacturing highly priced 'designer' handbags.	ness [12]
6		A poorly performing business is considering changing its method of employee payment from a salary scheme to a performance related pay scheme.	
	Disc	cuss the likely advantages and disadvantages to the business of this change.	[20]
7	(a)	Analyse the importance to a business of having clear marketing objectives.	[8]
	(b)	Discuss the view that marketing objectives will not be achieved without a close relations between the marketing, finance and operations departments of a business.	ship [12]

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