Cambridge Assessment International Education

Cambridge International AS & A Level

BUSINESS **9609/13**

Paper 1 Short Answer and Essay **October/November 2020**

1 hour 15 minutes

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You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

INSTRUCTIONS

- Section A: answer **all** questions.
- Section B: answer **one** question.
- Follow the instructions on the front cover of the answer booklet. If you need additional answer paper, ask the invigilator for a continuation booklet.

INFORMATION

- The total mark for this paper is 40.
- The number of marks for each question or part question is shown in brackets [ ].

This document has **4** pages. Blank pages are indicated.

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Section A (Short Answer)

Answer **all** questions.

You are advised to spend no more than 35 minutes on Section A.

1 **(a)** Define the term 'market research'. [2]

(b) Explain **two** advantages to a business of using primary (field) market research data. [3]

2 **(a)** Define the term 'liquidity ratio'. [2]

(b) Explain **two** limitations of using accounting ratios. [3]

3 Explain why emotional intelligence is an important quality of an effective business leader. [5]

4 **(a)** Define the term 'intellectual capital'. [2]

(b) Explain **two** functions of an operations management department. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Analyse the benefits to a business of introducing computer aided design (CAD). [8]

(b) Discuss the view that it is more important for a manufacturer of bicycles to be effective than it is to be efficient. [12]

6 'Limited investment in employee training and development in a primary sector business will lead to poor business performance.'

Discuss the extent to which you agree with this view. [20]

7 **(a)** Analyse why mission statements are important to many businesses. [8]

(b) Discuss why the shareholders of a public limited company might not support corporate social responsibility (CSR) as a business objective. [12]

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