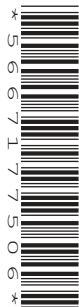




Cambridge International AS & A Level

BUSINESS**9609/13**

Paper 1 Short Answer and Essay

May/June 2022**1 hour 15 minutes**

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. Any blank pages are indicated.

2

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 'workforce planning'. [2]
(b) Explain **two** advantages to a business of using induction training. [3]
- 2 (a) Define the term 'corporate social responsibility' (CSR). [2]
(b) Explain **two** disadvantages to a business of having CSR as a business objective. [3]
- 3 Explain why a business might choose to hold low levels of inventory. [5]
- 4 (a) Define the term 'price discrimination'. [2]
(b) Explain **two** disadvantages to a business of using competitive pricing. [3]

Section B (Essay)

Answer **one** question only.

- 5 (a) Analyse the disadvantages to a sole trader of changing to a partnership. [8]
(b) Discuss whether entering into a franchise agreement is the best way for a new entrepreneur to start a business. [12]
- 6 'The published accounts of a public limited company are only useful to internal stakeholders.'
Discuss the extent to which you agree with this view. [20]
- 7 (a) Analyse the benefits to a business of niche marketing. [8]
(b) Discuss whether a successful soft drinks business needs to continue to carry out market research. [12]

3

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 Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.