

BUSINESS

9609/13

Paper 1 Short Answer and Essay

May/June 2019

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.



This document consists of **2** printed pages, **2** blank pages and **1** Insert.

Section A (Short Answer)Answer **all** questions

- 1 (a) Define the term 'market segmentation'. [2]
 (b) Briefly explain **two** reasons why a business might segment its market. [3]
- 2 (a) Define the term 'transformation process'. [2]
 (b) Briefly explain **two** ways a manufacturing business might improve the efficiency of its operations. [3]
- 3 Explain why cost information is important for business decision-making. [5]
- 4 (a) Define the term 'emotional intelligence'. [2]
 (b) Briefly explain **two** of Goleman's emotional intelligence competencies. [3]

Section B (Essay)Answer **one** question only

- 5 (a) Analyse the impact of small businesses on the development of a country. [8]
 (b) Discuss the view that a public limited company should prioritise the aims of its shareholders rather than those of other stakeholder groups. [12]
- 6 The human resources manager of a hotel has said: 'If we empower our employees, work performance will definitely improve.'
 Discuss this view. [20]
- 7 (a) Analyse the external sources of finance a multinational car manufacturer may use to finance the production of a new electric car. [8]
 (b) An ability to understand income statements and statements of financial position is the most important quality required of a senior manager in a business.
 Discuss this view. [12]

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 the Cambridge Assessment Group. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which itself is a department of the University of Cambridge.