

Cambridge Assessment International Education

Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS 9609/13

Paper 1 Short Answer and Essay

October/November 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

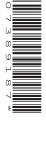
Answer all questions.

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 'product differentiation'.	[2]
	(b)	Briefly explain two marketing benefits to a business of product differentiation.	[3]
2	(a)	Define the term 'contract of employment'.	[2]
	(b)	Briefly explain two advantages to employees of having a contract of employment.	[3]
3	Exp	plain the benefits of a co-operative to its members.	[5]
4	(a)	Define the term 'business relocation'.	[2]
	(b)	Briefly explain two reasons why a business might decide to relocate.	[3]
		Section B (Essay)	
		Answer one question only.	
5	(a)	Analyse the advantages to a financial services business of improving employees' worbalance.	rk-life [8]
	(b)	Discuss why it is considered important for businesses to have effective policies on diverged and equality.	ersity [12]
6	'Ма	rketing is the most important function in a business.'	
	Disc	cuss this view.	[20]
7	(a)	Analyse how profitability ratios could be useful for the stakeholders of a business.	[8]
	(b)	'The limitations of the published accounts of public limited companies significantly retheir usefulness as measures of business performance.'	duce
		Discuss this view.	[12]

© UCLES 2019 9609/13/O/N/19

BLANK PAGE

© UCLES 2019 9609/13/O/N/19

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.

© UCLES 2019 9609/13/O/N/19