

Cambridge Assessment International Education

Cambridge International Advanced Subsidiary and Advanced Level

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

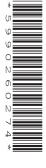
Answer all questions.

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.



International Education

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 operations.	its [3]
3	Exp	lain 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 sharehold rather than those of other stakeholder groups.	ers 12]
6		human resources manager of a hotel has said: 'If we empower our employees, wormance will definitely improve.'	ork
	Disc	cuss this view.	20]
7	(a)	Analyse the external sources of finance a multinational car manufacturer may use to finance production of a new electric car.	nce [8]
	(b)	An ability to understand income statements and statements of financial position is the m important quality required of a senior manager in a business.	ost
		Discuss this view.	12]

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