

Cambridge International AS & A Level

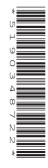
BUSINESS

Paper 1 Short Answer and Essay

9609/13

October/November 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.

Section A (Short Answer)

Answer all questions

1	(a) Define the term 'person specification'.	[2]	
	(b) Explain two purposes of a job description.	[3]	
2	(a) Define the term 'public sector'.	[2]	
-		[4]	
	(b) Explain two reasons why some organisations operate in the public sector.	[3]	
3	Explain how a business might improve its cash flow.	[5]	
4	(a) Define the term 'transformation process'.	[2]	
	(b) Explain two ways process innovation could improve the efficiency of business operations. [3]		

Section B (Essay)

Answer one question only

5	(a)	Analyse the benefits to a business of product portfolio analysis.	[8]
	(b)	Discuss the importance of branding when promoting a soft drink.	[12]

- 6 'Human resource management (HRM) is the most important business function in a hospital'.Discuss the extent to which you agree with this view. [20]
- 7 (a) Analyse the advantages of a public limited company (plc) as a legal structure for a business. [8]
 - (b) Discuss the view that the activities of banks should be significantly influenced by ethics. [12]

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