



# Cambridge International AS & A Level

**BUSINESS**

**9609/13**

Paper 1 Short Answer and Essay

**October/November 2020**

**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. Blank pages are indicated.

**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 'market research'. [2]  
(b) Explain **two** advantages to a business of using primary (field) market research data. [3]
- 2 (a) Define the term 'liquidity ratio'. [2]  
(b) Explain **two** limitations of using accounting ratios. [3]
- 3 Explain why emotional intelligence is an important quality of an effective business leader. [5]
- 4 (a) Define the term 'intellectual capital'. [2]  
(b) Explain **two** functions of an operations management department. [3]

**Section B (Essay)**

Answer **one** question only.

- 5 (a) Analyse the benefits to a business of introducing computer aided design (CAD). [8]  
(b) Discuss the view that it is more important for a manufacturer of bicycles to be effective than it is to be efficient. [12]
- 6 'Limited investment in employee training and development in a primary sector business will lead to poor business performance.'  
Discuss the extent to which you agree with this view. [20]
- 7 (a) Analyse why mission statements are important to many businesses. [8]  
(b) Discuss why the shareholders of a public limited company might not support corporate social responsibility (CSR) as a business objective. [12]



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