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Cambridge Assessment International Education

Cambridge International AS & A Level

BUSINESS **9609/14**

Paper 1 Short Answer and Essay **May/June 2021**

1 hour 15 minutes

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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 [ ].

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Section A (Short Answer)

Answer **all** questions.

1 **(a)** Define the term 'market research'. [2]

(b) Explain **two** reasons why a business might use secondary market research data. [3]

2 **(a)** Define the term 'economies of scale'. [2]

(b) Explain **two** possible causes of diseconomies of scale. [3]

3 Explain the benefits to a business of workforce planning. [5]

4 **(a)** Define the term 'strategy'. [2]

(b) Explain **two** stages of business decision-making. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Analyse why it is considered important for a business to have human resource (HR) policies on diversity and equality. [8]

(b) Discuss the importance for a hospital of ensuring a 'work-life balance' for its employees. [12]

6 Discuss the limitations of using cost information to monitor and improve the performance of a group of luxury hotels. [20]

7 **(a)** Analyse how a business might use price elasticity of demand when making pricing decisions. [8]

(b) Discuss the importance to a car manufacturer of using the marketing mix to increase its market share. [12]

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