

Cambridge International Examinations

Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS STUDIES

9707/13

Paper 1 Short Answer and Essay

October/November 2015
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

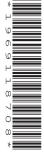
Answer all questions.

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 Examinations

Section A (Short Answer)

Answer all questions.

1	(a)	Define the term 'internal growth'.	[2]
	(b)	Briefly explain two reasons why many businesses set growth as an objective.	[3]
2	(a)	Define the term 'process innovation'.	[2]
	(b)	Briefly explain two ways in which process innovation could improve the operational efficient of a business.	ncy [3]
3	•	lain the importance to a business of distinguishing between revenue expenditure and cap enditure.	ital [5]
4	(a)	Define the term 'laissez-faire leadership'.	[2]
	(b)	Briefly explain two advantages for a business of autocratic leadership.	[3]
Section B (Essay)			
Answer one question only.			
5	(a)	Explain the importance of a USP (unique selling point) to the marketing of a product service.	or [8]
	(b)	Discuss ways in which poor customer relations could be improved in a large retail busine [ess. 12]
6		cuss the view that business success is more likely if the operations department works clos the marketing, finance and human resource management departments.	ely 20]
7	(a)	Explain the functions of management in a business organisation.	[8]
	(b)	Discuss the view that a supervisor of production workers needs a high level of emotio intelligence to be successful.	nal 12]

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