Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS **9609/11**

Paper 1 Short Answer and Essay **May/June 2017**

1 hour 15 minutes

No Additional Materials are required.

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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.

This document consists of **2** printed pages, **2** blank pages and **1** insert.

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Section A (Short Answer)

Answer **all** questions.

1 **(a)** Define the term 'price skimming'. [2]

(b) Briefly explain why a business might use a price skimming strategy. [3]

2 **(a)** Define the term 'window dressing' with reference to published accounts. [2]

(b) Briefly explain how window dressing might limit the usefulness of published accounts. [3]

3 Explain why corporate objectives are important to a business. [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 why a business needs to be accountable to its stakeholders. [8]

(b) Discuss how there could be conflict between the stakeholders of a fast food retailer. [12]

6 Discuss how Maslow's 'hierarchy of needs' theory could be used by the managers of a retail business to motivate employees. [20]

7 **(a)** Analyse why effective inventory control is important to a manufacturing business. [8]

(b) Discuss the advantages and disadvantages for a manufacturing business of using the Just in Time (JIT) method of inventory control. [12]

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