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 2018**

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 'market research'. [2]

(b) Briefly explain **two** advantages to a business of primary (field) market research. [3]

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

(b) Briefly explain **two** ways a manufacturing business could improve productivity. [3]

3 Explain how ethics may influence the objectives of a business. [5]

4 **(a)** Define the term 'margin of safety'. [2]

(b) Briefly explain **two** limitations of break-even analysis. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Analyse why accurate cost data is important for all businesses. [8]

(b) Discuss why a new business should focus more on managing its cash than making a profit. [12]

6 'A business mission statement is only important if it directly affects the strategy and tactics of that business.'

Discuss this view. [20]

7 **(a)** Analyse the possible disadvantages to a business of using performance related pay to motivate its employees. [8]

(b) Discuss the view that the most important role of human resource management (HRM) in all businesses is to maintain a high level of staff morale and welfare. [12]

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