Cambridge Assessment International Education

Cambridge International AS & A Level

BUSINESS **9609/11**

Paper 1 Short Answer and Essay **May/June 2020**

1 hour 15 minutes

1642965854

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.

© UCLES 2020

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 'leadership'. [2]

(b) Explain **two** qualities of a good leader. [3]

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

(b) Explain **two** reasons why many new businesses fail in their first year of operation. [3]

3 Explain why it is important for a manufacturing business to manage its inventory effectively. [5]

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

(b) Explain **two** disadvantages to a business of using price discrimination. [3]

Section B (Essay)

Answer **one** question only

5 **(a)** Analyse the possible benefits to a business of increasing its market share. [8]

(b) Discuss whether a change in consumer income is the most important factor influencing the demand for restaurant meals. [12]

6 'In a large computer manufacturing business, the operations department is more important for achieving success than the marketing department.'

Discuss the extent to which you agree with this view. [20]

7 **(a)** Analyse the benefits to a new business of using break-even analysis. [8]

(b) Discuss the view that profitability ratios are more important than liquidity ratios to a business that sells expensive jewellery. [12]

© UCLES 2020

BLANK PAGE

© UCLES 2020

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which itself is a department of the University of Cambridge.

© UCLES 2020