Cambridge Assessment International Education

Cambridge International AS & A Level

BUSINESS **9609/11**

Paper 1 Short Answer and Essay **May/June 2022**

1 hour 15 minutes

2477118544

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. Any blank pages are indicated.

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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 'social enterprise'. [2]

(b) Explain **two** advantages to a business of being a social enterprise. [3]

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

(b) Explain **two** benefits to a business of autocratic leadership. [3]

3 Explain how price elasticity of demand influences the pricing decisions of a business. [5]

4 **(a)** Define the term 'Computer Aided Manufacture' (CAM). [2]

(b) Explain **two** disadvantages to a business of introducing CAM. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Analyse the benefits to a business of focusing on the 4Cs when planning to increase its market share. [8]

(b) Discuss the usefulness of secondary market research to a business planning to launch a new luxury perfume. [12]

6 'Non-financial motivators are the most effective way of improving employee motivation in a house building business'.

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

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

(b) Discuss the most appropriate source of finance for a private limited company to purchase an additional factory. [12]

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