Cambridge International AS & A Level

**Cambridge International Examinations**
Cambridge International Advanced Subsidiary and Advanced Level

**BUSINESS** **9609/11**

Paper 1 Short Answer and Essay **October/November 2016**

**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.

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## Section A (Short Answer)

Answer **all** questions.

**1** **(a)** Define the term 'mission statement'. [2]

**(b)** Briefly explain **two** limitations of mission statements. [3]

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

**(b)** Briefly explain **two** ways a human resource management department could help employees who are to be made redundant. [3]

**3** Explain why the distinction between market orientation and product orientation could be important for a business operating in a very competitive market. [5]

**4** **(a)** Define the term 'working capital'. [2]

**(b)** Briefly explain **two** reasons why the effective management of working capital is important for all businesses. [3]

## Section B (Essay)

Answer **one** question only.

**5** **(a)** Analyse the benefits and limitations of a labour intensive production process for a business. [8]

**(b)** Discuss the importance of 'intellectual capital' for a university. [12]

**6** 'Herzberg's theory of motivation can ensure success for all private sector businesses.' Discuss this statement. [20]

**7** **(a)** Analyse the benefits to a business of product portfolio analysis. [8]

**(b)** Discuss the importance of branding in the promotion of a soft drinks product. [12]

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