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 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 'channel of distribution'. [2]

(b) Briefly explain **two** factors a manufacturing business might consider in deciding on an appropriate channel of distribution. [3]

2 **(a)** Define the term 'job re-design'. [2]

(b) Briefly explain the benefits to a business of job re-design. [3]

3 Explain how a business might benefit from acting ethically. [5]

4 **(a)** Define the term 'micro-finance'. [2]

(b) Briefly explain **two** advantages of micro-finance for an entrepreneur. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Analyse the role of marketing in adding value to a product. [8]

(b) Discuss how market segmentation could be used to improve the profitability of a hotel. [12]

6 'Location is the most important factor determining the success of a large car manufacturing business.'

Discuss this statement. [20]

7 **(a)** Analyse how a business might use Mintzberg's roles of management. [8]

(b) 'Emotional intelligence is the most important quality of an effective leader.'

Do you agree with this view? Justify your answer. [12]

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