Cambridge Assessment International Education

Cambridge International AS & A Level

BUSINESS **9609/11**

Paper 1 Short Answer and Essay **October/November 2021**

1 hour 15 minutes

6101725919

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.

© UCLES 2021

Section A (Short Answer)

Answer **all** questions

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

(b) Explain **two** limitations of partnership as a business structure. [3]

2 **(a)** Define the term 'performance-related pay'. [2]

(b) Explain **two** advantages to employees of performance-related pay. [3]

3 Explain the link between corporate objectives and marketing objectives of a business. [5]

4 **(a)** Define the term 'capital-intensive production'. [2]

(b) Explain **two** possible disadvantages for a business of labour-intensive production. [3]

Section B (Essay)

Answer **one** question only

5 **(a)** Analyse the benefits for a business of an overdraft as a source of finance. [8]

(b) Discuss the view that using only financial accounts to measure the performance of a social enterprise may have important limitations. [12]

6 'The business leaders and managers of a school must have a high level of emotional intelligence if they are to be successful.'

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

7 **(a)** Analyse how a business might use the internet in **two** elements of the marketing mix. [8]

(b) Discuss the view that traditional retail stores will not survive unless they change their activities to compete with online retailers. [12]

© UCLES 2021

BLANK PAGE

© UCLES 2021

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 2021