Cambridge Assessment International Education

Cambridge International AS & A Level

BUSINESS **9609/11**

Paper 1 Short Answer and Essay **October/November 2022**

1 hour 15 minutes

5488614219

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.

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

(b) Explain **two** of Goleman's emotional intelligence competencies. [3]

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

(b) Explain **two** reasons why a new business might fail. [3]

3 Explain the internal sources of finance a business could use to support its growth and development. [5]

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

(b) Explain **two** ways a business might increase the efficiency of its manufacturing operations. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Analyse how marketing can add value to a product. [8]

(b) Discuss the view that the marketing objectives of a hotel will only be achieved with a close working relationship between the marketing, finance and human resource departments of the business. [12]

6 'The best way to improve the quality of teaching in a school is to use Herzberg's two-factor theory of motivation.'

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

7 **(a)** Analyse the benefits to a business of using a cash-flow forecast. [8]

(b) Discuss the view that the most important factor in the success of a restaurant is the availability of accurate cost information. [12]

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