Cambridge Assessment International Education

Cambridge International AS & A Level

BUSINESS **9609/11**

Paper 1 Short Answer and Essay **October/November 2020**

1 hour 15 minutes

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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. 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 'market share'. [2]

(b) Explain **two** ways a retailer could increase its market share. [3]

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

(b) Explain **two** ways that venture capitalists might help a business. [3]

3 Explain how team working could improve the motivation of employees. [5]

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

(b) Explain **two** ways that process innovation could improve the efficiency of a manufacturing business. [3]

Section B (Essay)

Answer **one** question only

5 **(a)** Analyse the potential benefits for a business of a laissez-faire leadership style. [8]

(b) Discuss the view that a democratic leadership style could cause some businesses to underperform. [12]

6 'Effective inventory management is the most important function of the operations management department in a manufacturing business.'

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

7 **(a)** Analyse why a business might use a price skimming strategy. [8]

(b) Discuss whether branding should be the most important marketing activity for a new restaurant business. [12]

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