



Cambridge International AS & A Level

BUSINESS**9609/11**

Paper 1 Short Answer and Essay

October/November 2020**1 hour 15 minutes**

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.

2

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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