Cambridge Assessment International Education

Cambridge International AS & A Level

BUSINESS **9609/11**

Paper 1 Short Answer and Essay **May/June 2021**

1 hour 15 minutes

2851789599

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.

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 ‘laissez-faire leadership’. [2]

(b) Explain **two** disadvantages to employees of autocratic leadership. [3]

2 **(a)** Define the term ‘market segmentation’. [2]

(b) Explain **two** benefits to a business of market segmentation. [3]

3 Explain the advantages to a manufacturing business of using sale and leaseback of non-current assets as a source of finance. [5]

4 **(a)** Define the term ‘inventory reorder level’. [2]

(b) Explain **two** advantages to a business of holding buffer inventory. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Analyse the role of small businesses in a country’s economy. [8]

(b) Discuss the importance to an expanding business of effectively communicating its objectives to its workforce. [12]

6 ‘An accurate cash flow forecast is the most important financial document for a clothing retailer when planning to enter a new market.’

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

7 **(a)** Analyse the benefits to a business of focusing on staff morale and welfare. [8]

(b) Discuss whether the ideas of David McClelland could help managers of a hospital to satisfy the human needs of its employees. [12]

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