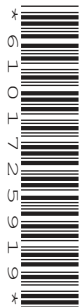




Cambridge International AS & A Level

BUSINESS**9609/11**

Paper 1 Short Answer and Essay

October/November 2021**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. Any blank pages are indicated.

2

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]

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