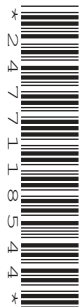




Cambridge International AS & A Level

BUSINESS**9609/11**

Paper 1 Short Answer and Essay

May/June 2022**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.

You are advised to spend no more than 35 minutes on Section A.

- 1** (a) Define the term 'social enterprise'. [2]
(b) Explain **two** advantages to a business of being a social enterprise. [3]
- 2** (a) Define the term 'emotional intelligence'. [2]
(b) Explain **two** benefits to a business of autocratic leadership. [3]
- 3** Explain how price elasticity of demand influences the pricing decisions of a business. [5]
- 4** (a) Define the term 'Computer Aided Manufacture' (CAM). [2]
(b) Explain **two** disadvantages to a business of introducing CAM. [3]

Section B (Essay)

Answer **one** question only.

- 5** (a) Analyse the benefits to a business of focusing on the 4Cs when planning to increase its market share. [8]
(b) Discuss the usefulness of secondary market research to a business planning to launch a new luxury perfume. [12]
- 6** 'Non-financial motivators are the most effective way of improving employee motivation in a house building business'.
Discuss the extent to which you agree with this view. [20]
- 7** (a) Analyse the benefits to a business of using break-even analysis. [8]
(b) Discuss the most appropriate source of finance for a private limited company to purchase an additional factory. [12]

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