



# Cambridge International AS & A Level

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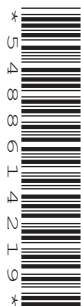
## BUSINESS

9609/11

Paper 1 Short Answer and Essay

October/November 2022

1 hour 15 minutes



You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

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## 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 [ ].

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This document has **4** pages. Any blank pages are indicated.

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**Section A (Short Answer)**

Answer **all** questions.

- 1 (a) Define the term 'emotional intelligence'. [2]  
(b) Explain **two** of Goleman's emotional intelligence competencies. [3]
- 2 (a) Define the term 'opportunity cost'. [2]  
(b) Explain **two** reasons why a new business might fail. [3]
- 3 Explain the internal sources of finance a business could use to support its growth and development. [5]
- 4 (a) Define the term 'efficiency'. [2]  
(b) Explain **two** ways a business might increase the efficiency of its manufacturing operations. [3]

**Section B (Essay)**

Answer **one** question only.

- 5 (a) Analyse how marketing can add value to a product. [8]  
(b) Discuss the view that the marketing objectives of a hotel will only be achieved with a close working relationship between the marketing, finance and human resource departments of the business. [12]
- 6 'The best way to improve the quality of teaching in a school is to use Herzberg's two-factor theory of motivation.'  
Discuss the extent to which you agree with this view. [20]
- 7 (a) Analyse the benefits to a business of using a cash-flow forecast. [8]  
(b) Discuss the view that the most important factor in the success of a restaurant is the availability of accurate cost information. [12]

**3**

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