Cambridge International AS & A Level

Cambridge International Examinations
Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS **9609/11**

Paper 1 Short Answer and Essay **October/November 2018**

1 hour 15 minutes

No Additional Materials are required.

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READ THESE INSTRUCTIONS FIRST

An answer booklet is provided inside this question paper. You should follow the instructions on the front cover of the answer booklet. If you need additional answer paper ask the invigilator for a continuation booklet.

Section A
Answer **all** questions.
Section B
Answer **one** question.
You are advised to spend no more than 35 minutes on Section A.

The number of marks is given in brackets [ ] at the end of each question or part question.

This document consists of **2** printed pages, **2** blank pages and **1** Insert.

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Section A (Short Answer)

Answer **all** questions.

1 **(a)** Define the term 'crowd funding'. [2]

(b) Briefly explain **two** advantages of crowd funding for a new business. [3]

2 **(a)** Define the term 'niche marketing'. [2]

(b) Briefly explain **two** limitations of niche marketing. [3]

3 Explain the costs and benefits to a business of holding low levels of inventory. [5]

4 **(a)** Define the term 'motivation'. [2]

(b) Briefly explain **two** ways autocratic leadership might affect the motivation of employees. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Analyse the qualities of a successful entrepreneur. [8]

(b) Discuss why the shareholders of a public limited company might disagree with having corporate social responsibility (CSR) as a business objective. [12]

6 Discuss the possible consequences for a tertiary sector business that decides to reduce its expenditure on employee training and development. [20]

7 **(a)** Analyse the advantages and disadvantages for a new business of using an overdraft to help manage its cash flow. [8]

(b) Discuss the view that a new business should be more concerned with cash flow than with profit. [12]

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