Cambridge International AS & A Level

Cambridge Assessment International Education
Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS | **9609/11**

Paper 1 Short Answer and Essay | **October/November 2019**

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.

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Section A (Short Answer)

Answer **all** questions.

1 **(a)** Define the term 'price elasticity of demand'. [2]

(b) Briefly explain **two** reasons why price elasticity of demand might be useful to a business when making pricing decisions. [3]

2 **(a)** Define the term 'cash flow forecast'. [2]

(b) Briefly explain **two** limitations for a business of using a cash flow forecast. [3]

3 Explain how human resource management (HRM) helps to achieve business success. [5]

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

(b) Briefly explain **two** ways ethics might influence the activities of a business. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Analyse why making a profit is not the main objective of all private sector businesses. [8]

(b) Discuss why national water supply businesses in many countries operate in the public sector. [12]

6 Discuss why a manufacturer of a successful brand of luxury perfume might continue to spend a lot of money on promoting that brand. [20]

7 **(a)** Analyse the benefits of a labour intensive production process for a business. [8]

(b) Discuss how process innovation could improve the operational efficiency of an international parcel delivery business. [12]

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