

Cambridge International AS & A Level

BUSINESS

Paper 1 Short Answer and Essay

9609/11

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.

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	Exp	lain 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 se enterprise may have important limitations.	ocial [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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