
BUSINESS

9609/11

Paper 1 Short Answer and Essay

October/November 2019

1 hour 15 minutes

No Additional Materials are required.

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.

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]

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of the Cambridge Assessment Group. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which itself is a department of the University of Cambridge.