

Cambridge International AS & A Level

BUSINESS 9609/11

Paper 1 Short Answer and Essay

May/June 2021

1 hour 15 minutes

You must answer on the enclosed answer booklet.

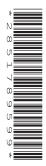
You will need: Answer booklet (enclosed)

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 [].



Section A (Short Answer)

Answer all questions.

You are advised to spend no more than 35 minutes on Section A.

1	(a)	Define the term 'laissez-faire leadership'.	[2]
	(b)	Explain two disadvantages to employees of autocratic leadership.	[3]
2	(a)	Define the term 'market segmentation'.	[2]
	(b)	Explain two benefits to a business of market segmentation.	[3]
3		plain the advantages to a manufacturing business of using sale and leaseback of non-currets as a source of finance.	ent [5]
4	(a)	Define the term 'inventory reorder level'.	[2]
	(b)	Explain two advantages to a business of holding buffer inventory.	[3]
Section B (Essay)			
Answer one question only.			
5	(a)	Analyse the role of small businesses in a country's economy.	[8]
	(b)	Discuss the importance to an expanding business of effectively communicating its objective to its workforce.	ves [12]
6	'An accurate cash flow forecast is the most important financial document for a clothing retailer when planning to enter a new market.'		
	Disc	cuss the extent to which you agree with this view.	[20]
7	(a)	Analyse the benefits to a business of focusing on staff morale and welfare.	[8]
	(b)		isfy [12]

© UCLES 2021 9609/11/M/J/21

BLANK PAGE

© UCLES 2021 9609/11/M/J/21

4

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.

© UCLES 2021 9609/11/M/J/21