

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.

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

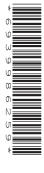
Answer all questions.

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 '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	Exp	lain 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 har corporate social responsibility (CSR) as a business objective.	ving [12]
6		cuss the possible consequences for a tertiary sector business that decides to reduce enditure on employee training and development.	e its [20]
7	(a)	Analyse the advantages and disadvantages for a new business of using an overdraft to l manage its cash flow.	help [8]
	(b)	Discuss the view that a new business should be more concerned with cash flow than profit.	with [12]

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