

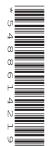
Cambridge International AS & A Level

BUSINESS 9609/11

Paper 1 Short Answer and Essay

October/November 2022

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.

1	(a)	Define the term 'emotional intelligence'.	[2]
	(b)	Explain two of Goleman's emotional intelligence competencies.	[3]
2	(a)	Define the term 'opportunity cost'.	[2]
	(b)	Explain two reasons why a new business might fail.	[3]
3	Exp	olain the internal sources of finance a business could use to support its growth and developme	ent. [5]
4	(a)	Define the term 'efficiency'.	[2]
	(b)	Explain two ways a business might increase the efficiency of its manufacturing operations	s. [3]
Section B (Essay)			
Answer one question only.			
5	(a)	Analyse how marketing can add value to a product.	[8]
	(b)	Discuss the view that the marketing objectives of a hotel will only be achieved with a cloworking relationship between the marketing, finance and human resource departments of business.	
6		e best way to improve the quality of teaching in a school is to use Herzberg's two-factor the notivation.'	ory
	Disc	cuss the extent to which you agree with this view.	[20]
7	(a)	Analyse the benefits to a business of using a cash-flow forecast.	[8]
	(b)	Discuss the view that the most important factor in the success of a restaurant is the availab of accurate cost information.	ility [12]

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4

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