

Cambridge International Examinations

Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS 9609/11

Paper 1 Short Answer and Essay

October/November 2016 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

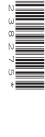
Answer all questions.

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.



Section A (Short Answer)

Answer all questions.

1	(a)	Define the term 'mission statement'.	[2]
	(b)	Briefly explain two limitations of mission statements.	[3]
2	(a)	Define the term 'redundancy'.	[2]
	(b)	Briefly explain two ways a human resource management department could help emwho are to be made redundant.	ployees [3]
3		plain why the distinction between market orientation and product orientation could be im a business operating in a very competitive market.	portant [5]
4	(a)	Define the term 'working capital'.	[2]
	(b)	Briefly explain two reasons why the effective management of working capital is important businesses.	tant for [3]
		Section B (Essay)	
		Answer one question only.	
5	(0)		
	(a)	Analyse the benefits and limitations of a labour intensive production process for a bu	ısiness. [8]
		Analyse the benefits and limitations of a labour intensive production process for a but Discuss the importance of 'intellectual capital' for a university.	
6	(b)		[8]
6	(b)	Discuss the importance of 'intellectual capital' for a university. rzberg's theory of motivation can ensure success for all private sector businesses.'	[8] [12]

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