

Cambridge International Examinations

Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS 9609/11

Paper 1 Short Answer and Essay

May/June 2017
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

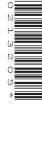
Answer all questions.

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.



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Section A (Short Answer)

Answer all questions.

1	(a)	Define the term 'price skimming'.	[2]
	(b)	Briefly explain why a business might use a price skimming strategy.	[3]
2	(a)	Define the term 'window dressing' with reference to published accounts.	[2]
	(b)	Briefly explain how window dressing might limit the usefulness of published accounts.	[3]
3	Exp	lain why corporate objectives are important to a business.	[5]
4	(a)	Define the term 'emotional intelligence'.	[2]
	(b)	Briefly explain two of Goleman's emotional intelligence competencies.	[3]
		Section B (Essay)	
		Answer one question only.	
5	(a)	Analyse why a business needs to be accountable to its stakeholders.	[8]
	(b)	Discuss how there could be conflict between the stakeholders of a fast food retailer.	[12]
6		cuss how Maslow's 'hierarchy of needs' theory could be used by the managers of a iness to motivate employees.	retail [20]
7	(a)	Analyse why effective inventory control is important to a manufacturing business.	[8]
	(b)	Discuss the advantages and disadvantages for a manufacturing business of using the Time (JIT) method of inventory control.	Just in [12]

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