

Cambridge International Examinations

Cambridge International Advanced Subsidiary and Advanced Level

BUSINESS 9609/11

Paper 1 Short Answer and Essay

May/June 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

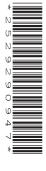
Answer all questions.

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.



International Examinations

Section A (Short Answer)

Answer all questions.

1	(a)	Distinguish between 'strategy' and 'tactics'.	[2]
	(b)	Briefly explain two stages of business decision-making.	[3]
2	(a)	Define 'marginal costs'.	[2]
	(b)	Briefly explain two other types of business costs.	[3]
3	Exp	lain the possible consequences for a business of high labour turnover.	[5]
4	(a)	Define 'inventory management'.	[2]
	(b)	Briefly explain two reasons why a business might decide to hold a high level of inventory.	[3]
Section B (Essay)			
Answer one question only.			
5	(a)	Analyse why it is important for a business to have policies on diversity and equality.	[8]
	(b)	Discuss the importance of 'work-life balance' for employee welfare in a tertiary sector busine	ess. [12]
6		cause there is conflict between profit and corporate social responsibility (CSR), private sec inesses should not have CSR as an objective.'	ctor
	Do	you agree? Justify your view.	[20]
7	(a)	Analyse how a business might use price elasticity of demand for pricing decisions.	[8]
	(b)	Discuss the best ways a car manufacturer could use the marketing mix to increase its sh of the market.	are [12]

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