



Cambridge International AS & A Level

BUSINESS

9609/12

Paper 1 Business Concepts 1

May/June 2024

1 hour 15 minutes



You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

INSTRUCTIONS

- Answer **five** questions in total:
 - 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 [].

This document has **4** pages. Any blank pages are indicated.

Section A

Answer **all** questions.

- 1 (a) Define the term *takeover*. [2]
 (b) Explain **one** disadvantage to a business of external growth. [3]
- 2 (a) Define the term *job description*. [2]
 (b) Explain **one** benefit to a business of internal recruitment. [3]
- 3 (a) Define the term *job production*. [2]
 (b) Explain **one** benefit to a business of capital intensive operations. [3]
- 4 Analyse **one** reason why product differentiation may be important to a business. [5]

Section B

Answer **one** question only.

EITHER

- 5 (a) Analyse **two** limitations to a business of using contribution costing. [8]
 (b) Evaluate whether working capital is the most important source of finance for a start-up furniture manufacturer. [12]

OR

- 6 (a) Analyse **two** benefits to a business of low labour turnover. [8]
 (b) 'Work-life balance is the most important human resource management (HRM) factor for employee welfare in a local bus service.'
 Evaluate this view. [12]

BLANK PAGE

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.