



Cambridge International AS & A Level

BUSINESS

9609/11

Paper 1 Business Concepts 1

May/June 2025

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 *job enrichment*. [2]
 (b) Explain **one** disadvantage to a business of using empowerment to motivate employees. [3]
- 2 (a) Define the term *price discrimination*. [2]
 (b) Explain **one** disadvantage to a business of using competitive pricing. [3]
- 3 (a) Define the term *capital intensive operations*. [2]
 (b) Explain **one** limitation to a business of labour intensive operations. [3]
- 4 Analyse **one** way a business might fail as a consequence of lack of finance. [5]

Section B

Answer **one** question only.

EITHER

- 5 (a) Analyse **two** ways business enterprise can help the development of a country. [8]
 (b) 'Intrapreneurship is the most important factor that will ensure the success of a computer entertainment business.'
 Evaluate this view. [12]

OR

- 6 (a) Analyse **two** ways international markets may present different challenges to a business than national markets. [8]
 (b) Evaluate whether customer relationship marketing (CRM) is suitable for all small businesses. [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.