

Cambridge International AS & A Level

BUSINESS**9609/13**

Paper 1 Business Concepts 1

May/June 2026**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 'stakeholder'. [2]
- (b) Explain **one** responsibility of an employee to a business. [3]
- 2 (a) Define the term 'capital expenditure'. [2]
- (b) Explain **one** reason why working capital is important to a business. [3]
- 3 (a) Define the term 'unfair dismissal'. [2]
- (b) Explain **one** reason why a business may need a workforce plan. [3]
- 4 Analyse **one** reason why a business measures labour productivity. [5]

Section B

Answer **one** question only.

Either

- 5 (a) Analyse **two** reasons a business may have a direct channel of distribution. [8]
- (b) Evaluate the extent to which mass marketing is essential for the success of a fast-food business. [12]

Or

- 6 (a) Analyse **two** factors which may influence a business's choice of sources of finance. [8]
- (b) Evaluate whether using break-even analysis is essential for the success of a new hotel. [12]

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