Cambridge Assessment International Education

Cambridge International AS & A Level

BUSINESS **9609/11**

Paper 1 Business Concepts 1 **October/November 2023**

1 hour 15 minutes

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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 *labour turnover*. [2]

(b) Explain **one** role of a workforce plan. [3]

2 **(a)** Define the term *capital intensive*. [2]

(b) Explain **one** benefit to a business of labour intensive operations. [3]

3 **(a)** Define the term *margin of safety*. [2]

(b) Explain **one** way a business can decrease its break-even level of output. [3]

4 Analyse **one** way that a business may be affected by a dynamic business environment. [5]

Section B

Answer **one** question only.

EITHER

5 **(a)** Analyse **two** advantages to a business of mass marketing. [8]

(b) Evaluate whether primary sector businesses should use product differentiation to increase sales. [12]

OR

6 **(a)** Analyse **two** ways a business could use employee participation in the management of business activity. [8]

(b) Evaluate whether McClelland's three needs theory is the best way to meet employee needs in a software business. [12]

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