



Cambridge International AS & A Level

BUSINESS

9609/12

Paper 1 Business Concepts 1

October/November 2023

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 description*. [2]
 (b) Explain **one** advantage to an employer of using a person specification. [3]
- 2 (a) Define the term *business enterprise*. [2]
 (b) Explain **one** reason why a business might fail. [3]
- 3 (a) Define the term *bankruptcy*. [2]
 (b) Explain **one** advantage of using retained earnings as a source of finance. [3]
- 4 Analyse **one** way a business might improve the efficiency of its operations. [5]

Section B

Answer **one** question only.

EITHER

- 5 (a) Analyse **two** methods that a business could use to help employees satisfy their self-actualisation needs, as defined by Maslow. [8]
 (b) Evaluate whether an ability to motivate others is the most important role of a hotel manager. [12]

OR

- 6 (a) Analyse **two** reasons why there should be a close link between the marketing objectives of a business and its corporate objectives. [8]
 (b) 'This new airline will only succeed if it offers the lowest prices in the market'.
 Evaluate this view. [12]

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