Cambridge Assessment International Education

Cambridge International AS & A Level

BUSINESS **9609/12**

Paper 1 Business Concepts 1 **October/November 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.

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Section A

Answer **all** questions.

1 **(a)** Define the term *external stakeholders*. [2]

(b) Explain **one** way the aims of employees may impact on the decisions of a business. [3]

2 **(a)** Define the term *full costing*. [2]

(b) Explain **one** limitation of contribution costing. [3]

3 **(a)** Define the term *dynamic pricing*. [2]

(b) Explain **one** reason why a business might use price discrimination. [3]

4 Analyse **one** way employee development could be used by a business to encourage intrapreneurship. [5]

Section B

Answer **one** question only.

EITHER

5 **(a)** Analyse **two** reasons why a business should measure labour productivity. [8]

(b) Evaluate whether the sustainability of operations is the most important operational factor in a large retail distribution business. [12]

OR

6 **(a)** Analyse **two** benefits to a business of customer relationship marketing. [8]

(b) 'Market research is essential for effective product development in a hotel.'

Evaluate this view. [12]

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