Cambridge Assessment International Education

Cambridge International AS & A Level

BUSINESS **9609/13**

Paper 1 Business Concepts 1 **October/November 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.

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Section A

Answer **all** questions.

1 **(a)** Define the term *market growth*. [2]

(b) Explain **one** pricing method. [3]

2 **(a)** Define the term *employee morale*. [2]

(b) Explain **one** method of paying employees. [3]

3 **(a)** Define the term *hostile takeover*. [2]

(b) Explain **one** importance to a business of having objectives. [3]

4 Analyse **one** impact on a business of outsourcing. [5]

Section B

Answer **one** question only.

EITHER

5 **(a)** Analyse **two** limitations for a business of sampling during market research. [8]

(b) Evaluate the view that new product development is the most important activity for the success of a toy manufacturer. [12]

OR

6 **(a)** Analyse **two** uses of cost information for a business. [8]

(b) 'A large bank loan is the most appropriate source of finance for the expansion of a furniture retailer.'

Evaluate this view. [12]

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