



Cambridge International AS & A Level

BUSINESS

9609/12

Paper 1 Business Concepts 1

May/June 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.

Section A

Answer **all** questions.

- 1 (a) Define the term *takeover*. [2]
 (b) Explain **one** disadvantage to a business of external growth. [3]
- 2 (a) Define the term *job description*. [2]
 (b) Explain **one** benefit to a business of internal recruitment. [3]
- 3 (a) Define the term *job production*. [2]
 (b) Explain **one** benefit to a business of capital intensive operations. [3]
- 4 Analyse **one** reason why product differentiation may be important to a business. [5]

Section B

Answer **one** question only.

EITHER

- 5 (a) Analyse **two** limitations to a business of using contribution costing. [8]
 (b) Evaluate whether working capital is the most important source of finance for a start-up furniture manufacturer. [12]

OR

- 6 (a) Analyse **two** benefits to a business of low labour turnover. [8]
 (b) 'Work-life balance is the most important human resource management (HRM) factor for employee welfare in a local bus service.'
 Evaluate this view. [12]

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