



Cambridge International AS & A Level

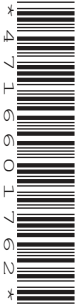
BUSINESS

9609/12

Paper 1 Business Concepts 1

May/June 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.

Section A

Answer **all** questions.

- 1 (a) Define the term *mission statement*. [2]
 (b) Explain **one** disadvantage to a business of having corporate social responsibility (CSR) as a business objective. [3]
- 2 (a) Define the term *involuntary redundancy*. [2]
 (b) Explain **one** way a business could use employee development to encourage multi-skilling. [3]
- 3 (a) Define the term *inventory re-order level*. [2]
 (b) Explain **one** advantage to a business of holding buffer inventory. [3]
- 4 Analyse **one** reason why a business may use cost-based pricing. [5]

Section B

Answer **one** question only.

EITHER

- 5 (a) Analyse **two** disadvantages to employees of an autocratic management style. [8]
 (b) 'The contribution of managers to business performance in a hospital is less important than that of medical employees.'
 Evaluate this view. [12]

OR

- 6 (a) Analyse **two** advantages to a business of using sale and leaseback of non-current assets as a source of finance. [8]
 (b) 'The use of budgets is the most effective way to monitor the performance of a hotel.'
 Evaluate this view. [12]

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