Cambridge Assessment International Education

Cambridge International AS & A Level

BUSINESS **9609/12**

Paper 1 Business Concepts 1 **February/March 2023**

1 hour 15 minutes

2386948043

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 o*pportunity cost*. [2]

(b) Explain **one** quality an entrepreneur needs for business success. [3]

2 **(a)** Define the term *product life cycle*. [2]

(b) Explain **one** way a business could extend the life of a product. [3]

3 **(a)** Define the term *induction training*. [2]

(b) Explain **one** benefit to a business of training its employees. [3]

4 Analyse **one** way a business might raise productivity levels. [5]

Section B

Answer **one** question only.

EITHER

5 **(a)** Analyse **two** ways in which accurate cost information can be used to improve business performance. [8]

(b) Evaluate whether cash flow forecasting is the most important activity for a new restaurant to succeed. [12]

OR

6 **(a)** Analyse **two** reasons why changing a business' objectives might affect its shareholders. [8]

(b) 'The main reason why many niche cake manufacturing businesses fail is that they grow too quickly.'

Evaluate this view. [12]

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