Cambridge Assessment International Education

# Cambridge International AS & A Level

**BUSINESS** **9609/12**

Paper 1 Business Concepts 1 **February/March 2025**

**1 hour 15 minutes**

*3076357735*

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 *intrapreneur*. [2]

**(b)** Explain **one** disadvantage of being a small business. [3]

**2** **(a)** Define the term *psychographic market segmentation*. [2]

**(b)** Explain **one** factor that might influence the demand for a product. [3]

**3** **(a)** Define the term *indirect costs*. [2]

**(b)** Explain **one** benefit to a business of using budgets. [3]

**4** Analyse **one** impact on employees of trade union involvement in the workplace. [5]

## Section B

Answer **one** question only.

**EITHER**

**5** **(a)** Analyse **two** limitations to a business of capital intensive operations. [8]

**(b)** 'A soft drinks manufacturer must improve its sustainability in order to compete successfully.'

Evaluate this view. [12]

**OR**

**6** **(a)** Analyse **two** benefits to a business of using online recruitment methods. [8]

**(b)** 'Improving employee morale and welfare is the most important role of human resource management (HRM) in an airline business.'

Evaluate this view. [12]

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