Cambridge Assessment International Education

Cambridge International AS & A Level

BUSINESS **9609/11**

Paper 1 Business Concepts 1 **May/June 2023**

1 hour 15 minutes

1815718671

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.

© UCLES 2023

Section A

Answer **all** questions.

1 **(a)** Define the term *fixed cost*. [2]

(b) Explain **one** way that a business may reduce its variable costs. [3]

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

(b) Explain **one** reason why product development may be important to a business. [3]

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

(b) Explain **one** type of training that a business may use. [3]

4 Analyse **one** responsibility to a business of an employee as a stakeholder. [5]

Section B

Answer **one** question only.

EITHER

5 **(a)** Analyse **two** benefits to a business of holding high levels of inventory. [8]

(b) Evaluate whether supply chain management is the most important operational activity to the success of a manufacturer of electric cars. [12]

OR

6 **(a)** Analyse **two** reasons why a business should set SMART objectives. [8]

(b) 'Ethics should always influence the human resource management (HRM) activities of a mining business.'

Evaluate this view. [12]

© UCLES 2023

BLANK PAGE

© UCLES 2023

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.

© UCLES 2023