Cambridge Assessment International Education

Cambridge International AS & A Level

BUSINESS **9609/12**

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

1 hour 15 minutes

0620496315

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 *demand*. [2]

(b) Explain **one** factor that influences the supply of a product. [3]

2 **(a)** Define the term *factors of production*. [2]

(b) Explain **one** stage of the transformational process. [3]

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

(b) Explain **one** benefit to a business of employing a diverse workforce. [3]

4 Analyse **one** way in which conflict between stakeholders may affect a business. [5]

Section B

Answer **one** question only.

EITHER

5 **(a)** Analyse **two** benefits to a business of government grants as a source of finance. [8]

(b) Evaluate whether the most likely reason for the failure of a small retailer is poor management of its working capital. [12]

OR

6 **(a)** Analyse **two** benefits to a business of having a product with a unique selling point (USP). [8]

(b) 'Marketing is the most important factor that will affect the success of a new coffee shop.'

Evaluate this view. [12]

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