Cambridge Assessment International Education

Cambridge International AS & A Level

BUSINESS **9609/11**

Paper 1 Business Concepts 1 **May/June 2024**

1 hour 15 minutes

1093632936

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 *outsourcing*. [2]

(b) Explain **one** purpose of JIC (Just in Case) inventory management. [3]

2 **(a)** Define the term *salary*. [2]

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

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

(b) Explain **one** implication to a business of market growth. [3]

4 Analyse **one** impact on the workforce of effective communication of business objectives. [5]

Section B

Answer **one** question only.

EITHER

5 **(a)** Analyse **two** limitations of using the number of employees to measure the size of a business. [8]

(b) Evaluate whether small retail businesses have an important role in the economy. [12]

OR

6 **(a)** Analyse **two** factors which may influence a business's choice of sources of finance. [8]

(b) Evaluate whether setting budgets is important to the success of a farming business. [12]

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