Cambridge Assessment International Education

Cambridge International AS & A Level

BUSINESS **9609/12**

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

1 hour 15 minutes

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 *takeover*. [2]

(b) Explain **one** disadvantage to a business of external growth. [3]

2 **(a)** Define the term *job description*. [2]

(b) Explain **one** benefit to a business of internal recruitment. [3]

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

(b) Explain **one** benefit to a business of capital intensive operations. [3]

4 Analyse **one** reason why product differentiation may be important to a business. [5]

Section B

Answer **one** question only.

EITHER

5 **(a)** Analyse **two** limitations to a business of using contribution costing. [8]

(b) Evaluate whether working capital is the most important source of finance for a start-up furniture manufacturer. [12]

OR

6 **(a)** Analyse **two** benefits to a business of low labour turnover. [8]

(b) 'Work-life balance is the most important human resource management (HRM) factor for employee welfare in a local bus service.'

Evaluate this view. [12]

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