Cambridge Assessment International Education

Cambridge International AS & A Level

BUSINESS **9609/11**

Paper 1 Business Concepts 1 **October/November 2023**

1 hour 15 minutes

7063114667

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 *labour turnover*. [2]

(b) Explain **one** role of a workforce plan. [3]

2 **(a)** Define the term *capital intensive*. [2]

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

3 **(a)** Define the term *margin of safety*. [2]

(b) Explain **one** way a business can decrease its break-even level of output. [3]

4 Analyse **one** way that a business may be affected by a dynamic business environment. [5]

Section B

Answer **one** question only.

EITHER

5 **(a)** Analyse **two** advantages to a business of mass marketing. [8]

(b) Evaluate whether primary sector businesses should use product differentiation to increase sales. [12]

OR

6 **(a)** Analyse **two** ways a business could use employee participation in the management of business activity. [8]

(b) Evaluate whether McClelland's three needs theory is the best way to meet employee needs in a software business. [12]

© UCLES 2023

BLANK PAGE

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