Cambridge Assessment International Education

Cambridge International AS & A Level

BUSINESS **9609/12**

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

1 hour 15 minutes

7116475692

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 *job description*. [2]

(b) Explain **one** advantage to an employer of using a person specification. [3]

2 **(a)** Define the term *business enterprise*. [2]

(b) Explain **one** reason why a business might fail. [3]

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

(b) Explain **one** advantage of using retained earnings as a source of finance. [3]

4 Analyse **one** way a business might improve the efficiency of its operations. [5]

Section B

Answer **one** question only.

EITHER

5 **(a)** Analyse **two** methods that a business could use to help employees satisfy their self-actualisation needs, as defined by Maslow. [8]

(b) Evaluate whether an ability to motivate others is the most important role of a hotel manager. [12]

OR

6 **(a)** Analyse **two** reasons why there should be a close link between the marketing objectives of a business and its corporate objectives. [8]

(b) 'This new airline will only succeed if it offers the lowest prices in the market'.

Evaluate this view. [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