Cambridge Assessment International Education

Cambridge International AS & A Level

BUSINESS **9609/13**

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

1 hour 15 minutes

2664896280

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 *organic growth*. [2]

(b) Explain **one** reason a business may choose to remain small. [3]

2 **(a)** Define the term *curriculum vitae*. [2]

(b) Explain **one** benefit to an employee of having an employment contract. [3]

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

(b) Explain **one** disadvantage of using trade credit as a source of finance. [3]

4 Analyse **one** impact on a business's marketing decisions of using product portfolio analysis. [5]

Section B

Answer **one** question only.

EITHER

5 **(a)** Analyse **two** qualities an intrapreneur should possess to be successful. [8]

(b) 'Ethics should significantly influence the marketing activities of all retail clothing businesses.'

Evaluate this view. [12]

OR

6 **(a)** Analyse **two** ways in which operations contributes to added value in a business. [8]

(b) 'Supply chain management has the most significant impact on the effectiveness of a hospital.'

Evaluate this view. [12]

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