

Cambridge International AS & A Level

BUSINESS 9609/11

Paper 1 Business Concepts 1

May/June 2023

1 hour 15 minutes

You must answer on the enclosed answer booklet.

You will need: Answer booklet (enclosed)

INSTRUCTIONS

Answer five questions in total:

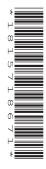
Section A: answer all questions.

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 [].



Section A

Answer all questions.

| 1 | (a) | Define the term fixed cost. | [2] |
|-----------|-----|--|-------------|
| | (b) | Explain one way that a business may reduce its variable costs. | [3] |
| 2 | (a) | Define the term product differentiation. | [2] |
| | (b) | Explain one reason why product development may be important to a business. | [3] |
| 3 | (a) | Define the term commission. | [2] |
| | (b) | Explain one type of training that a business may use. | [3] |
| 4 | Ana | lyse one responsibility to a business of an employee as a stakeholder. | [5] |
| Section B | | | |
| | | Answer one question only. | |
| EITHER | | | |
| 5 | (a) | Analyse two benefits to a business of holding high levels of inventory. | [8] |
| | (b) | Evaluate whether supply chain management is the most important operational activity to success of a manufacturer of electric cars. | the [12] |
| OR | | | |
| 6 | (a) | Analyse two reasons why a business should set SMART objectives. | [8] |
| | (b) | 'Ethics should always influence the human resource management (HRM) activities of mining business.' | of a |
| | | Evaluate this view. | [12] |

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