

Cambridge International AS & A Level

BUSINESS

Paper 1 Business Concepts 1

9609/12

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 [].

This document has 4 pages. Any blank pages are indicated.

Section A

Answer all questions.

| 1 | (a) | Define the term <i>demand</i> . | [2] |
|---|-----|---|-----|
| | (b) | Explain one factor that influences the supply of a product. | [3] |
| 2 | (a) | Define the term factors of production. | [2] |
| | (b) | Explain one stage of the transformational process. | [3] |
| 3 | (a) | Define the term <i>equality</i> . | [2] |
| | (b) | Explain one benefit to a business of employing a diverse workforce. | [3] |
| 4 | Ana | lyse one way in which conflict between stakeholders may affect a business. | [5] |

Section B

Answer one question only.

EITHER

- 5 (a) Analyse two benefits to a business of government grants as a source of finance. [8]
 - (b) Evaluate whether the most likely reason for the failure of a small retailer is poor management of its working capital. [12]

OR

- 6 (a) Analyse two benefits to a business of having a product with a unique selling point (USP). [8]
 - (b) 'Marketing is the most important factor that will affect the success of a new coffee shop.'Evaluate this view. [12]

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3

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