

Cambridge International AS & A Level

BUSINESS 9609/13

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 social enterprise. | [2] |
|-----|-----|---|-------------|
| | (b) | Explain one weakness of family businesses. | [3] |
| 2 | (a) | Define the term dismissal. | [2] |
| | (b) | Explain how one human need may be satisfied at work. | [3] |
| 3 | (a) | Define the term mass marketing. | [2] |
| | (b) | Explain one advantage to a business of segmenting its market. | [3] |
| 4 | Ana | alyse one reason why labour productivity is important to a business. | [5] |
| | | Section B | |
| | | Answer one question only. | |
| EIT | HER | | |
| 5 | (a) | Analyse two purposes of a cash flow forecast for a business. | [8] |
| | (b) | Evaluate whether break-even analysis is the most important finance activity for a manufacturer of bicycles. | new [12] |
| OR | | | |
| 6 | (a) | Analyse two benefits to a business of using external recruitment to employ a manager. | [8] |
| | (b) | 'A motivated workforce is the most important factor for the success of a low-price airline.' | |
| | | Evaluate this view. | [12] |

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