

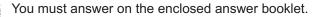
Cambridge International AS & A Level

BUSINESS 9609/12

Paper 1 Business Concepts 1

October/November 2023

1 hour 15 minutes



You will need: Answer booklet (enclosed)

INSTRUCTIONS

Answer five questions in total:

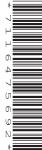
Section A: answer all questions.

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 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	Ana	lyse 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 s actualisation needs, as defined by Maslow.	elf- [8]
	(b)	Evaluate whether an ability to motivate others is the most important role of a hotel manage	ger. [12]
OR			
6	(a)	Analyse two reasons why there should be a close link between the marketing objectives objectives and its corporate objectives.	of a [8]
	(b)	'This new airline will only succeed if it offers the lowest prices in the market'.	
		Evaluate this view.	[12]

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