

# 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:

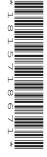
Section A: answer all questions.

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 [ ].



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

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## **Section A**

## Answer all questions.

1	(a)	Define the term fixed cost.	[2]
	(b)	Explain <b>one</b> way that a business may reduce its variable costs.	[3]
2	(a)	Define the term product differentiation.	[2]
	(b)	Explain <b>one</b> reason why product development may be important to a business.	[3]
3	(a)	Define the term commission.	[2]
	(b)	Explain <b>one</b> type of training that a business may use.	[3]
4	Ana	lyse <b>one</b> responsibility to a business of an employee as a stakeholder.	[5]
Section B			
Answer one question only.			
EITHER			
5	(a)	Analyse <b>two</b> 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 <b>two</b> 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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