



Cambridge International AS & A Level

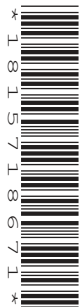
BUSINESS

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.

2**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** Analyse **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 the success of a manufacturer of electric cars. [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 a mining business.'
Evaluate this view. [12]

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