Cambridge Assessment International Education

Cambridge International AS & A Level

BUSINESS **9609/11**

Paper 1 Business Concepts 1 **October/November 2024**

1 hour 15 minutes

1209228365

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 *zero budgeting*. [2]

(b) Explain **one** cause of a favourable variance. [3]

2 **(a)** Define the term *sampling*. [2]

(b) Explain **one** method of interpreting quantitative market research data. [3]

3 **(a)** Define the term *résumé*. [2]

(b) Explain **one** reason why a business may produce a workforce plan. [3]

4 Analyse **one** benefit to a business of improving capacity utilisation. [5]

Section B

Answer **one** question only.

EITHER

5 **(a)** Analyse **two** limitations to a business of using a business plan. [8]

(b) 'A chocolate manufacturer should use external methods of growth to successfully achieve its objectives.'

Evaluate this view. [12]

OR

6 **(a)** Analyse **two** reasons why an employee's human needs may not be satisfied at work. [8]

(b) 'Non-financial motivators are the most effective methods of motivating a hotel's employees.'

Evaluate this view. [12]

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