



Cambridge International AS & A Level

BUSINESS

9609/12

Paper 1 Business Concepts 1

October/November 2024

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 *external stakeholders*. [2]
(b) Explain **one** way the aims of employees may impact on the decisions of a business. [3]
- 2 (a) Define the term *full costing*. [2]
(b) Explain **one** limitation of contribution costing. [3]
- 3 (a) Define the term *dynamic pricing*. [2]
(b) Explain **one** reason why a business might use price discrimination. [3]
- 4 Analyse **one** way employee development could be used by a business to encourage intrapreneurship. [5]

Section B

Answer **one** question only.

EITHER

- 5 (a) Analyse **two** reasons why a business should measure labour productivity. [8]
(b) Evaluate whether the sustainability of operations is the most important operational factor in a large retail distribution business. [12]

OR

- 6 (a) Analyse **two** benefits to a business of customer relationship marketing. [8]
(b) 'Market research is essential for effective product development in a hotel.'
Evaluate this view. [12]

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