GradeMax

Cambridge Assessment International Education

Cambridge International AS & A Level

BUSINESS **9609/12**

Paper 1 Business Concepts 1 **February/March 2025**

1 hour 15 minutes

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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 *intrapreneur*. [2]

(b) Explain **one** disadvantage of being a small business. [3]

2 **(a)** Define the term *psychographic market segmentation*. [2]

(b) Explain **one** factor that might influence the demand for a product. [3]

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

(b) Explain **one** benefit to a business of using budgets. [3]

4 Analyse **one** impact on employees of trade union involvement in the workplace. [5]

Section B

Answer **one** question only.

EITHER

5 **(a)** Analyse **two** limitations to a business of capital intensive operations. [8]

(b) 'A soft drinks manufacturer must improve its sustainability in order to compete successfully.'

Evaluate this view. [12]

OR

6 **(a)** Analyse **two** benefits to a business of using online recruitment methods. [8]

(b) 'Improving employee morale and welfare is the most important role of human resource management (HRM) in an airline business.'

Evaluate this view. [12]

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