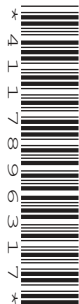




Cambridge International AS & A Level

BUSINESS**9609/13**

Paper 1 Business Concepts 1

May/June 2025**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 *motivation*. [2]
(b) Explain **one** benefit to a business of motivated employees. [3]
- 2** (a) Define the term *incremental budgets*. [2]
(b) Explain **one** advantage to a business of using variance analysis. [3]
- 3** (a) Define the term *Just in Time (JIT)*. [2]
(b) Explain **one** disadvantage to a business of using Just in Time (JIT). [3]
- 4** Analyse **one** advantage to a business of using mass marketing. [5]

Section B

Answer **one** question only.

EITHER

- 5** (a) Analyse **two** benefits to a business of using break-even analysis. [8]
(b) Evaluate whether cash flow forecasting is the most important activity for the success of a fashion clothing manufacturer. [12]

OR

- 6** (a) Analyse **two** advantages to a business of making ethical decisions. [8]
(b) 'Employees are the most important stakeholder group in a primary sector oil and gas business.'
Evaluate this view. [12]

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