GradeMax

CAMBRIDGE
International Education

Cambridge International AS & A Level

BUSINESS **9609/11**

Paper 1 Business Concepts 1 **May/June 2026**

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 'buffer inventory'. [2]

(b) Explain **one** advantage to a business of labour intensive operations. [3]

2 **(a)** Define the term 'fixed cost'. [2]

(b) Explain **one** way that a business may reduce its variable costs. [3]

3 **(a)** Define the term 'corporate social responsibility (CSR)'. [2]

(b) Explain **one** benefit to a business of setting objectives. [3]

4 Analyse **one** implication for a business of high labour turnover. [5]

Section B

Answer **one** question only.

Either

5 **(a)** Analyse **two** advantages to a business of using job production. [8]

(b) 'Mass customisation has an important impact on the success of a sports footwear manufacturer.'

Evaluate this view. [12]

Or

6 **(a)** Analyse **two** advantages to a business of niche marketing. [8]

(b) 'Having a unique selling point (USP) is the most important part of the marketing mix for the success of a mobile phone manufacturer.'

Evaluate this view. [12]

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