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CAMBRIDGE
International Education

Cambridge International AS & A Level

BUSINESS **9609/12**

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 'intrapreneurship'. [2]

(b) Explain **one** reason why business objectives may change over time. [3]

2 **(a)** Define the term 'work-life balance'. [2]

(b) Explain **one** disadvantage for a business of using off-the-job training. [3]

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

(b) Explain **one** disadvantage for a business of market segmentation. [3]

4 Analyse **one** likely impact on a business if it operates over maximum capacity. [5]

Section B

Answer **one** question only.

Either

5 **(a)** Analyse **two** reasons why a lack of accurate cost information may lead to business failure. [8]

(b) Evaluate the importance of using budgets for the success of a large road construction project. [12]

Or

6 **(a)** Analyse **two** advantages to a business of satisfying human needs at work. [8]

(b) 'The only way to stop industrial action in a public sector railway business is to remove trade union involvement in the workplace.'

Evaluate this view. [12]

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