



# Cambridge International AS & A Level

**BUSINESS**

**9609/12**

Paper 1 Business Concepts 1

**February/March 2023**

**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.

**Section A**

Answer **all** questions.

- 1 (a) Define the term *opportunity cost*. [2]  
(b) Explain **one** quality an entrepreneur needs for business success. [3]
- 2 (a) Define the term *product life cycle*. [2]  
(b) Explain **one** way a business could extend the life of a product. [3]
- 3 (a) Define the term *induction training*. [2]  
(b) Explain **one** benefit to a business of training its employees. [3]
- 4 Analyse **one** way a business might raise productivity levels. [5]

**Section B**

Answer **one** question only.

**EITHER**

- 5 (a) Analyse **two** ways in which accurate cost information can be used to improve business performance. [8]  
(b) Evaluate whether cash flow forecasting is the most important activity for a new restaurant to succeed. [12]

**OR**

- 6 (a) Analyse **two** reasons why changing a business' objectives might affect its shareholders. [8]  
(b) 'The main reason why many niche cake manufacturing businesses fail is that they grow too quickly.'  
Evaluate this view. [12]



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