

Cambridge International AS & A Level

BUSINESS 9609/11

Paper 1 Business Concepts 1

May/June 2024

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 [].



Section A

Answer all questions.

1	(a)	Define the term <i>outsourcing</i> .	[2]
	(b)	Explain one purpose of JIC (Just in Case) inventory management.	[3]
2	(a)	Define the term salary.	[2]
	(b)	Explain one impact on a business of training its employees.	[3]
3	(a)	Define the term industrial marketing.	[2]
	(b)	Explain one implication to a business of market growth.	[3]
4	Ana	lyse one impact on the workforce of effective communication of business objectives.	[5]
Section B			
Answer one question only.			
EITHER			
5	(a)	Analyse two limitations of using the number of employees to measure the size of a busine	ess. [8]
	(b)	Evaluate whether small retail businesses have an important role in the economy.	[12]
OR			
6	(a)	Analyse two factors which may influence a business's choice of sources of finance.	[8]
	(b)	Evaluate whether setting budgets is important to the success of a farming business.	[12]

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