



# Cambridge International AS & A Level

**BUSINESS**

**9609/12**

Paper 1 Business Concepts 1

**October/November 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 [ ].

This document has **4** pages. Any blank pages are indicated.

**Section A**

Answer **all** questions.

- 1 (a) Define the term *external stakeholders*. [2]  
(b) Explain **one** way the aims of employees may impact on the decisions of a business. [3]
- 2 (a) Define the term *full costing*. [2]  
(b) Explain **one** limitation of contribution costing. [3]
- 3 (a) Define the term *dynamic pricing*. [2]  
(b) Explain **one** reason why a business might use price discrimination. [3]
- 4 Analyse **one** way employee development could be used by a business to encourage intrapreneurship. [5]

**Section B**

Answer **one** question only.

**EITHER**

- 5 (a) Analyse **two** reasons why a business should measure labour productivity. [8]  
(b) Evaluate whether the sustainability of operations is the most important operational factor in a large retail distribution business. [12]

**OR**

- 6 (a) Analyse **two** benefits to a business of customer relationship marketing. [8]  
(b) 'Market research is essential for effective product development in a hotel.'  
Evaluate this view. [12]



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