

# Cambridge International AS & A Level

BUSINESS 9609/13

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:

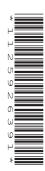
Section A: answer all questions.

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>direct cost</i> .	[2]
	(b)	Explain <b>one</b> method of improving cash flow for a business.	[3]
2	(a)	Define the term added value.	[2]
	(b)	Explain <b>one</b> quality an entrepreneur needs for success.	[3]
3	(a)	Define the term <i>primary research</i> .	[2]
	(b)	Explain <b>one</b> limitation to a business of using sampling.	[3]
4	Ana	lyse <b>one</b> possible impact on a business of operating over maximum capacity.	[5]
Section B			
		Answer one question only.	
EITHER			
5	(a)	Analyse <b>two</b> benefits to the workforce of McGregor's Theory X management.	[8]
	(b)	Evaluate whether cooperation between management and the workforce is the most import factor in the success of a car manufacturer.	tant [12]
OR			
6	(a)	Analyse <b>two</b> benefits to a business of improving the sustainability of its operations.	[8]
	(b)	'Supply Chain Management is the most important operations factor for the success of a la internet retailer.'	ırge
		Evaluate this view.	[12]

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