

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:

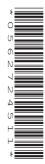
Section A: answer all questions.

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 [].



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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 <i>dynamic pricing</i> .	[2]
	(b)	Explain one reason why a business might use price discrimination.	[3]
4		alyse one way employee development could be used by a business to encourage apreneurship.	age [5]
		Section B	
		Answer one question only.	
EIT	HER		
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 large retail distribution business.	in a [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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