



# Cambridge International AS & A Level

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## BUSINESS

9609/11

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)

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

**Section A**

Answer **all** questions.

- 1** (a) Define the term *zero budgeting*. [2]  
(b) Explain **one** cause of a favourable variance. [3]
- 2** (a) Define the term *sampling*. [2]  
(b) Explain **one** method of interpreting quantitative market research data. [3]
- 3** (a) Define the term *résumé*. [2]  
(b) Explain **one** reason why a business may produce a workforce plan. [3]
- 4** Analyse **one** benefit to a business of improving capacity utilisation. [5]

**Section B**

Answer **one** question only.

**EITHER**

- 5** (a) Analyse **two** limitations to a business of using a business plan. [8]  
(b) 'A chocolate manufacturer should use external methods of growth to successfully achieve its objectives.'  
Evaluate this view. [12]

**OR**

- 6** (a) Analyse **two** reasons why an employee's human needs may not be satisfied at work. [8]  
(b) 'Non-financial motivators are the most effective methods of motivating a hotel's employees.'  
Evaluate this view. [12]

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