

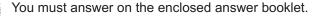
# Cambridge International AS & A Level

BUSINESS 9609/12

Paper 1 Business Concepts 1

October/November 2023

1 hour 15 minutes



You will need: Answer booklet (enclosed)

#### **INSTRUCTIONS**

Answer five questions in total:

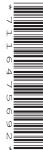
Section A: answer all questions.

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 job description. [2] **(b)** Explain **one** advantage to an employer of using a person specification. [3] 2 (a) Define the term business enterprise. [2] **(b)** Explain **one** reason why a business might fail. [3] 3 [2] (a) Define the term bankruptcy. **(b)** Explain **one** advantage of using retained earnings as a source of finance. [3] 4 Analyse **one** way a business might improve the efficiency of its operations. [5]

#### **Section B**

# Answer one question only.

#### **EITHER**

- 5 (a) Analyse **two** methods that a business could use to help employees satisfy their self-actualisation needs, as defined by Maslow. [8]
  - (b) Evaluate whether an ability to motivate others is the most important role of a hotel manager. [12]

OR

- 6 (a) Analyse **two** reasons why there should be a close link between the marketing objectives of a business and its corporate objectives. [8]
  - (b) 'This new airline will only succeed if it offers the lowest prices in the market'.

Evaluate this view. [12]

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4

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