



Cambridge International AS & A Level

BUSINESS

9609/12

Paper 1 Business Concepts 1

February/March 2025

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 *intrapreneur*. [2]
 (b) Explain **one** disadvantage of being a small business. [3]
- 2 (a) Define the term *psychographic market segmentation*. [2]
 (b) Explain **one** factor that might influence the demand for a product. [3]
- 3 (a) Define the term *indirect costs*. [2]
 (b) Explain **one** benefit to a business of using budgets. [3]
- 4 Analyse **one** impact on employees of trade union involvement in the workplace. [5]

Section B

Answer **one** question only.

EITHER

- 5 (a) Analyse **two** limitations to a business of capital intensive operations. [8]
 (b) 'A soft drinks manufacturer must improve its sustainability in order to compete successfully.'
 Evaluate this view. [12]

OR

- 6 (a) Analyse **two** benefits to a business of using online recruitment methods. [8]
 (b) 'Improving employee morale and welfare is the most important role of human resource management (HRM) in an airline business.'
 Evaluate this view. [12]

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