



Cambridge International AS & A Level

BUSINESS

9609/11

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 [].

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

Section A

Answer **all** questions.

- 1 (a) Define the term *outsourcing*. [2]
 (b) Explain **one** purpose of JIC (Just in Case) inventory management. [3]
- 2 (a) Define the term *salary*. [2]
 (b) Explain **one** impact on a business of training its employees. [3]
- 3 (a) Define the term *industrial marketing*. [2]
 (b) Explain **one** implication to a business of market growth. [3]
- 4 Analyse **one** impact on the workforce of effective communication of business objectives. [5]

Section B

Answer **one** question only.

EITHER

- 5 (a) Analyse **two** limitations of using the number of employees to measure the size of a business. [8]
 (b) Evaluate whether small retail businesses have an important role in the economy. [12]

OR

- 6 (a) Analyse **two** factors which may influence a business's choice of sources of finance. [8]
 (b) Evaluate whether setting budgets is important to the success of a farming business. [12]



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