Cambridge Assessment International Education

Cambridge International AS & A Level

BUSINESS **9609/13**

Paper 1 Business Concepts 1 **May/June 2024**

1 hour 15 minutes

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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 *direct cost*. [2]

(b) Explain **one** method of improving cash flow for a business. [3]

2 **(a)** Define the term *added value*. [2]

(b) Explain **one** quality an entrepreneur needs for success. [3]

3 **(a)** Define the term *primary research*. [2]

(b) Explain **one** limitation to a business of using sampling. [3]

4 Analyse **one** possible impact on a business of operating over maximum capacity. [5]

Section B

Answer **one** question only.

EITHER

5 **(a)** Analyse **two** benefits to the workforce of McGregor's Theory X management. [8]

(b) Evaluate whether cooperation between management and the workforce is the most important factor in the success of a car manufacturer. [12]

OR

6 **(a)** Analyse **two** benefits to a business of improving the sustainability of its operations. [8]

(b) 'Supply Chain Management is the most important operations factor for the success of a large internet retailer.'

Evaluate this view. [12]

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