Cambridge Assessment International Education

Cambridge International AS & A Level

BUSINESS **9609/13**

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)

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.

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Section A

Answer **all** questions.

1 **(a)** Define the term *labour turnover*. [2]

(b) Explain **one** implication for a business of having a low rate of labour turnover. [3]

2 **(a)** Define the term *product differentiation*. [2]

(b) Explain **one** reason why product development might be important for a business. [3]

3 **(a)** Define the term *government grant*. [2]

(b) Explain **one** advantage of using retained earnings as a source of business finance. [3]

4 Analyse **one** likely impact on a business of outsourcing its production process. [5]

Section B

Answer **one** question only.

EITHER

5 **(a)** Analyse **two** reasons why a business might decide to grow internally (organically). [8]

(b) 'Even a friendly merger between two social media companies may not be successful.'

Evaluate this view. [12]

OR

6 **(a)** Analyse **two** reasons why a business might use external recruitment. [8]

(b) Evaluate whether the contribution of the managers in a new hospital will have the most influence on its performance. [12]

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