



# Cambridge International AS & A Level

**BUSINESS**

**9609/12**

Paper 1 Business Concepts 1

**February/March 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 *quaternary* sector. [2]  
(b) Explain **one** factor of production needed for business activity. [3]
- 2 (a) Define the term *dismissal*. [2]  
(b) Explain **one** impact on employees of being trade union members. [3]
- 3 (a) Define the term *trade receivables*. [2]  
(b) Explain **one** reason why a business may need finance. [3]
- 4 Analyse **one** possible impact on a business of operating at below maximum capacity. [5]

**Section B**

Answer **one** question only.

**EITHER**

- 5 (a) Analyse **two** limitations of sampling for a business. [8]  
(b) 'Promotion is the most important element of the marketing mix for the success of a parcel delivery business.'  
Evaluate this view. [12]

**OR**

- 6 (a) Analyse **two** barriers to an entrepreneur when starting up a business. [8]  
(b) 'The most important objective of a public sector energy supplier is the environmental objective.'  
Evaluate this view. [12]



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