



Cambridge International AS & A Level

BUSINESS

9609/01

Paper 1 Business Concepts 1

For examination from 2023

SPECIMEN PAPER

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 **2** pages.

Section A

Answer **all** questions.

- 1 (a) Define the term 'secondary research'. [2]
- (b) Explain **one** advantage to a business of data collected using primary research methods. [3]
- 2 (a) Define the term 'sustainability'. [2]
- (b) Explain **one** reason why a manufacturing business might take measures to improve the sustainability of its operations. [3]
- 3 (a) Define the term 'zero budgeting'. [2]
- (b) Explain **one** benefit to a business of using budgets. [3]
- 4 Analyse **one** way in which ethics may influence the activities of a business. [5]

Section B

Answer **one** question only.

EITHER

- 5 (a) Analyse **two** reasons why it is important for a business to set SMART objectives. [8]
- (b) Evaluate the view that a mission statement is only important to a bank if it significantly influences the strategy and tactics of that business. [12]

OR

- 6 (a) Analyse **two** possible disadvantages to a business of using performance-related pay to motivate its employees. [8]
- (b) 'The most important role of human resource management (HRM) in a fast food restaurant is to maintain a high level of employee morale and welfare.'

Evaluate this view. [12]

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