



Cambridge International AS & A Level

BUSINESS

9609/11

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.

Section A

Answer **all** questions.

- 1 (a) Define the term *zero budgeting*. [2]
(b) Explain **one** cause of a favourable variance. [3]
- 2 (a) Define the term *sampling*. [2]
(b) Explain **one** method of interpreting quantitative market research data. [3]
- 3 (a) Define the term *résumé*. [2]
(b) Explain **one** reason why a business may produce a workforce plan. [3]
- 4 Analyse **one** benefit to a business of improving capacity utilisation. [5]

Section B

Answer **one** question only.

EITHER

- 5 (a) Analyse **two** limitations to a business of using a business plan. [8]
(b) 'A chocolate manufacturer should use external methods of growth to successfully achieve its objectives.'
Evaluate this view. [12]

OR

- 6 (a) Analyse **two** reasons why an employee's human needs may not be satisfied at work. [8]
(b) 'Non-financial motivators are the most effective methods of motivating a hotel's employees.'
Evaluate this view. [12]

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.