

Cambridge International AS & A Level

BUSINESS**9609/11**

Paper 1 Business Concepts 1

May/June 2026**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 'buffer inventory'. [2]
- (b) Explain **one** advantage to a business of labour intensive operations. [3]
- 2 (a) Define the term 'fixed cost'. [2]
- (b) Explain **one** way that a business may reduce its variable costs. [3]
- 3 (a) Define the term 'corporate social responsibility (CSR)'. [2]
- (b) Explain **one** benefit to a business of setting objectives. [3]
- 4 Analyse **one** implication for a business of high labour turnover. [5]

Section B

Answer **one** question only.

Either

- 5 (a) Analyse **two** advantages to a business of using job production. [8]
- (b) 'Mass customisation has an important impact on the success of a sports footwear manufacturer.'
- Evaluate this view. [12]

Or

- 6 (a) Analyse **two** advantages to a business of niche marketing. [8]
- (b) 'Having a unique selling point (USP) is the most important part of the marketing mix for the success of a mobile phone manufacturer.'
- Evaluate this view. [12]

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