# Cambridge International AS & A Level

**BUSINESS** **9609/11**

Paper 1 Business Concepts 1 **May/June 2026**

**1 hour 15 minutes**

*8349344789*

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 '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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