



Cambridge International AS & A Level

BUSINESS

9609/12

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 'intrapreneurship'. [2]
- (b) Explain **one** reason why business objectives may change over time. [3]
- 2 (a) Define the term 'work-life balance'. [2]
- (b) Explain **one** disadvantage for a business of using off-the-job training. [3]
- 3 (a) Define the term 'psychographic market segmentation'. [2]
- (b) Explain **one** disadvantage for a business of market segmentation. [3]
- 4 Analyse **one** likely impact on a business if it operates over maximum capacity. [5]

Section B

Answer **one** question only.

Either

- 5 (a) Analyse **two** reasons why a lack of accurate cost information may lead to business failure. [8]
- (b) Evaluate the importance of using budgets for the success of a large road construction project. [12]

Or

- 6 (a) Analyse **two** advantages to a business of satisfying human needs at work. [8]
- (b) 'The only way to stop industrial action in a public sector railway business is to remove trade union involvement in the workplace.'
- Evaluate this view. [12]

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