CAMBRIDGE
International Education

Cambridge International AS & A Level

BUSINESS **9609/13**

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

1 hour 15 minutes

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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 'stakeholder'. [2]

(b) Explain **one** responsibility of an employee to a business. [3]

2 **(a)** Define the term 'capital expenditure'. [2]

(b) Explain **one** reason why working capital is important to a business. [3]

3 **(a)** Define the term 'unfair dismissal'. [2]

(b) Explain **one** reason why a business may need a workforce plan. [3]

4 Analyse **one** reason why a business measures labour productivity. [5]

Section B

Answer **one** question only.

Either

5 **(a)** Analyse **two** reasons a business may have a direct channel of distribution. [8]

(b) Evaluate the extent to which mass marketing is essential for the success of a fast-food business. [12]

Or

6 **(a)** Analyse **two** factors which may influence a business's choice of sources of finance. [8]

(b) Evaluate whether using break-even analysis is essential for the success of a new hotel. [12]

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