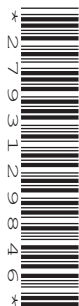


Cambridge International AS & A Level

BUSINESS**9609/13**

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 '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]

BLANK PAGE

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 (Cambridge University Press & Assessment) 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 our 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 International Education is the name of our awarding body and a part of Cambridge University Press & Assessment, which is a department of the University of Cambridge.