



CANDIDATE
NAME

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CENTRE
NUMBER

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CANDIDATE
NUMBER

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9609/32

February/March 2023

1 hour 45 minutes

You will need: Insert (enclosed)

- Answer **all** questions.
- Use a black or dark blue pen.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do **not** use an erasable pen or correction fluid.
- Do **not** write on any bar codes.
- You may use an HB pencil for any diagrams, graphs or rough working.

- The total mark for this paper is 60.
- The number of marks for each question or part question is shown in brackets [].
- The insert contains the case study.

This document has **12** pages. Any blank pages are indicated.

[8]

2 Analyse **two** benefits to FWB of delegating more decision-making to van managers.

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- 3 (a) Assume FWB increases spending on promotion by 20% and the promotional elasticity of demand is 0.8. Calculate the percentage change in FWB's revenue.

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..... [1]

- (b) Refer to lines 30–32. Calculate the estimated price elasticity of demand if FWB increases the price of coffee from \$2.00 to \$2.30.

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..... [3]

- (c) Evaluate the usefulness of the concept of elasticity of demand to FWB when deciding on a new marketing mix.

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- 4 (a)** Refer to lines 47–49 and Table 1.1. Calculate the accounting rate of return (ARR).

[4]

- (b)** Evaluate whether FWB should invest in enterprise resource planning (ERP).

[illegible]

- 5 Evaluate the usefulness of FWB's accounting ratio analysis to its directors when making business decisions.

[illegible]

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..... [12]

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