



CANDIDATE
NAME

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CENTRE
NUMBER

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CANDIDATE
NUMBER

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9609/32

February/March 2024

1 hour 45 minutes

You must answer on the question paper.

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** advantages to CD of changing to a geographical organisational structure.

Blank lined paper for writing.

- 3 (a)** Refer to Table 1.1. For 2024, calculate the price earnings ratio.

..... [1]

- (b)** Refer to Table 1.1. For 2024, calculate the return on capital employed.

[3]

- (c)** Evaluate the usefulness of the data in Table 1.1 to potential shareholders when considering whether to buy shares in CD.

This image shows a full page of white paper with horizontal dashed lines, typical of primary school handwriting practice paper. The lines are evenly spaced and run across the entire width of the page. There are no margins, text, or other markings on the paper.

- 4 (a)** Refer to lines 36–40. Calculate the estimated change in quantity demanded if CD increases the price of its detergent from \$4.00 to \$4.60.

[4]

- (b)** Evaluate the importance of new product development to CD's future success.

[illegible]

5 Evaluate the impact on CD of the appreciation of country K's exchange rate.

This image shows a full page of white paper with horizontal dashed lines, typical of primary school writing paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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..... [12]

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