

CANDIDATE
NAME

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CENTRE
NUMBER

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CANDIDATE
NUMBER

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BUSINESS

9609/33

Paper 3 Case Study

May/June 2018

3 hours

Candidates answer on the Question Paper.

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name in the spaces at the top of this page. If you need additional answer paper ask the invigilator for a continuation booklet.

Write in dark blue or black pen.

You may use an HB pencil for any diagrams, graphs or rough working.

Do not use staples, paper clips, glue or correction fluid.

DO NOT WRITE IN ANY BARCODES.

Section A

Answer **all** questions.

Section B

Answer **one** question.

You are advised to spend no more than 40 minutes on Section B.

Refer to the Insert for the case study for this Paper.

At the end of the examination, fasten all your work securely together.

The number of marks is given in brackets [] at the end of each question or part question.

This document consists of **19** printed pages, **1** blank page and **1** Insert.

2 (a) Refer to Table 1 and line 39. Calculate:

(i) profit margin of bicycle sales for 2017–18

[4]

(ii) contribution per unit for the new university order

[2]

- (b)** Refer to your results to **2(a)** and any other information. Discuss whether RW should accept the new university order.

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 width of the page. There are no margins, text, or other markings on the paper.

- 3** Discuss whether introducing Management by Objectives (MBO) is the most effective way for RW to solve its human resource problems.

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.

4 (a) Refer to Table 2. Calculate:

(i) accounting rate of return

[4]

(ii) net present value (at 6% discount rate)

[4]

- (b)** Refer to your results to **4(a)** and any other information. Recommend whether or not RW should offer guided bicycle tours. Justify your decision.

[illegible]

- 5** Discuss an appropriate marketing strategy RW could use if it decides to expand by offering guided bicycle tours.

[illegible]

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