



CANDIDATE
NAME

CENTRE
NUMBER

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CANDIDATE
NUMBER

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9609/33

May/June 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.

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[Turn over

[8]

2 Analyse **two** ways LT can measure whether tours meet customers' expectations.

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- 3 (a)** Refer to Table 1.1. Calculate the payback period for LT's proposed new Tour Hub.

..... [1]

- (b)** Refer to Table 1.1. Calculate the accounting rate of return (ARR).

..... [3]

- (c)** Evaluate whether LT should invest in the new Tour Hub.

This image shows a single page of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

- 4 (a)** Refer to Table 1.2. Calculate the price elasticity of demand for shopping tours.

[4]

- (b)** Evaluate whether price elasticity of demand calculations are sufficient for LT to make pricing decisions.

[illegible]

- 5** Evaluate the impact on LT of giving some tour guides an employment contract with a guaranteed number of tours per month.

This image shows a full page of a handwriting practice worksheet. It consists of multiple sets of three horizontal dashed lines, providing a guide for letter height and placement. The lines are evenly spaced across the entire page, leaving ample room for writing practice. There is no text or other markings on the page.

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