



CANDIDATE
NAME

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CENTRE
NUMBER

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CANDIDATE
NUMBER

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9609/32

October/November 2020

3 hours

You must answer on the question paper.

You will need: Insert (enclosed)

- Section A: answer **all** questions.
- Section B: answer **one** question.
- 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 100.
- The number of marks for each question or part question is shown in brackets [].
- The insert contains the case study.

This document has **20** pages. Blank pages are indicated.

Answer **all** questions in Section A and answer **one** question in Section B.

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

Section A

Answer **all** questions in this section

- 1 Analyse how any two changes in the legal environment might affect GR.

[illegible]

2 (a) Refer to Table 1. Calculate for location Y the:

(i) break-even number of customers per month

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..... [3]

(ii) margin of safety at the expected average monthly demand

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..... [2]

(iii) monthly profit at the expected average monthly demand.

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- (b)** Refer to your results from **2(a)** and other information. Recommend to Leff which location to choose for the new restaurant.

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.

- 3** Discuss strategies for reducing human resource problems in GR's restaurants without increasing unit costs.

[illegible]

4 (a) Refer to lines 67–76. Calculate for 2021:

- (i) cross elasticity of demand for GR's falafel meals following an increase of 5% in competitor prices

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- (ii) the increase in revenue for GR if promotion spending is increased to \$195 000.

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(b) Evaluate the usefulness of the elasticity concept to GR when planning its marketing strategy.

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5 Evaluate the benefits to GR of using budgets.

[illegible]

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