Cambridge Assessment International Education

Cambridge International AS & A Level

CANDIDATE NAME							
CENTRE NUMBER						CANDIDATE NUMBER	

8021960605

BUSINESS **9609/33**

Paper 3 Case Study **October/November 2021**

3 hours

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- 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.

INFORMATION

- 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. Any 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 **one** opportunity and **one** threat to WSC of the appreciation of its currency ($) against other major currencies (lines 19–22).

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[10]

2 **(a)** Refer to Table 3. Calculate the 2020:

(i) dividend yield ratio

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.... [2]

(ii) dividend cover ratio

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.... [3]

(iii) return on capital employed (ROCE).

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(b) You may refer to your results from **2(a)** and other information. Recommend to existing shareholders of WSC whether they should take up the offer to buy more shares (lines 53–57). Justify your recommendation.

[12]

3 Evaluate whether the introduction of lean production techniques will be sufficient to improve efficiency at WSC.

[16]

4 **(a)** Refer to Table 2. Calculate, for the ready meals project, the forecast:

(i) payback period

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(ii) net present value (NPV).

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(b) You may refer to your results from **4(a)** and other information. Recommend whether WSC should proceed with the ready meals project. Justify your recommendation.

[12]

5 Evaluate a suitable coordinated marketing strategy for the ready meals project.

[16]

Section B

Answer **one** question from this section.

6 Evaluate whether the information in Appendix 1 is sufficient for the directors of WSC to make the strategic choice between Option A and Option B.

7 Evaluate the importance to WSC of effective corporate planning if Option A is chosen.

Write the question number here: ....

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