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9609/33

October/November 2022

3 hours

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.

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[Turn over

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 **two** opportunities to MAA of the depreciation of country G's currency against most major currencies (lines 11–14).

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

2 (a) Refer to lines 35–37. Calculate the:

- (i) price elasticity of demand for local visitors to MAA if the entry price is increased from \$10 to \$12

[4]

- (ii) change in monthly total contribution from local visitors if the entry price is increased from \$10 to \$12.

[4]

- (b)** You may refer to your results from **2(a)** and other information. Recommend whether MAA should change its entry price. Justify your recommendation.

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.

3 Evaluate the importance of social objectives as Muka prepares a 5-year marketing plan for MAA.

[illegible]

4 (a) Refer to Table 1. Calculate, for the purchase of the safari vehicles, the:

(i) accounting rate of return (ARR)

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..... [3]

(ii) net present value (NPV) at a discount rate of 8%.

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..... [3]

- (b)** You may refer to your results from **4(a)** and other information. Recommend whether MAA should purchase the safari vehicles. Justify your recommendation.

[illegible]

- 5 Evaluate the importance to Muka of workforce planning as she tries to reduce MAA's total labour costs.

This image shows a full page of primary-ruled paper. It features multiple sets of horizontal dashed lines spaced evenly down the page, providing a guide for handwriting practice. The paper is otherwise blank, with no text or other markings.

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