Cambridge Assessment International Education

Cambridge International AS & A Level

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

1707812591

BUSINESS **9609/33**

Paper 3 Case Study **October/November 2022**

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.

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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).

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[10]

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

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.... [4]

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

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.... [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.

[12]

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

[16]

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

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[12]

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

[16]

Section B

Answer **one** question from this section.

6 Evaluate the usefulness of the information in Appendix 1 for the strategic management of MAA. [20]

7 Assume MAA's directors choose option 2. Evaluate the importance of corporate planning to the successful implementation of this strategy. [20]

Write the question number here: ....

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