Cambridge Assessment International Education

Cambridge International AS & A Level

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

1049249308

BUSINESS **9609/33**

Paper 3 Business Decision-Making **May/June 2023**

1 hour 45 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- 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.

INFORMATION

- 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.

This document has **12** pages. Any blank pages are indicated.

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Answer **all** questions

1 Analyse how **two** barriers to communication resulting from LT's online operations may impact the business.

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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.

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

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

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

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

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

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