* 0019655382101 *

Cambridge Assessment International Education

Cambridge International AS & A Level

CANDIDATE NAME

CENTRE NUMBER

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BUSINESS **9609/33**

Paper 3 Business Decision-Making **May/June 2024**

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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[Turn over

Answer **all** questions

1 Analyse **two** impacts on SCC of the changing external influences in country Z.

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2 Analyse **two** benefits to SCC of developing new clothing products made from recycled materials.

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3 **(a)** Refer to Table 1.1. Calculate the payback period for SCC's new factory.

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(b) Refer to Table 1.1. Calculate the accounting rate of return (ARR) for SCC's new factory.

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(c) Evaluate whether SCC should invest in the new factory.

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4 **(a)** Refer to Table 1.2. Calculate the price elasticity of demand (PED) for bespoke clothing.

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(b) Evaluate the usefulness of PED and income elasticity of demand (YED) to SCC's sales forecasting for mass-produced clothing.

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5 Evaluate the impact of SCC's HRM decisions on the future success of the business.

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