Cambridge International **A Level**

Cambridge International Examinations
Cambridge International Advanced Level

CANDIDATE NAME

CENTRE NUMBER | | | | | |

CANDIDATE NUMBER | | | | |

4369345855

BUSINESS **9609/33**

Paper 3 Case Study **October/November 2018**

3 hours

Candidates answer on the Question Paper.

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name in the spaces at the top of this page. If you need additional answer paper ask the invigilator for a continuation booklet.
Write in dark blue or black pen.
You may use an HB pencil for any diagrams, graphs or rough working.
Do not use staples, paper clips, glue or correction fluid.
DO **NOT** WRITE IN ANY BARCODES.

Section A
Answer **all** questions.
Section B
Answer **one** question.
You are advised to spend no more than 40 minutes on Section B.

Refer to the Insert for the case study for this Paper.

At the end of the examination, fasten all your work securely together.
The number of marks is given in brackets [ ] at the end of each question or part question.

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Section A

Answer **all** questions in this section.

1 Analyse how the proposed changes in the fiscal policy of the Government in country X could affect BKC.

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2 **(a)** Refer to Appendix 1.

(i) Draw a network diagram for the new factory project.

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(ii) Identify all the earliest start times (ESTs) and latest finish times (LFTs) of the activities.

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[Turn over

(b) Discuss whether the Operations Director is right to be confident that the new factory project will be completed in 23 weeks.

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3 Evaluate the implications of increasing globalisation for BKC's future marketing plans.

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4 **(a)** Refer to Table 1. Calculate for 2018:

(i) inventory turnover ratio

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(ii) days' sales in receivables.

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(b) Refer to your results from **4(a)** and other information. Recommend **two** ways in which BKC could improve its financial efficiency. Justify your recommendation.

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5 Assess how BKC could best improve communication with employees **and** customers.

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Section B

Answer **one** question from this section.

6 Evaluate the importance of strategic analysis to BKC when planning to achieve its new long term objective.

7 Evaluate whether the information in Appendix 2 is sufficient to allow the Board of BKC to make the strategic choice between strategy 1 and strategy 2.

Write the question number here: .....

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