Cambridge International AS & A Level

Cambridge Assessment International Education
Cambridge International Advanced Subsidiary and Advanced Level

CANDIDATE NAME

CENTRE NUMBER | | | | | |

CANDIDATE NUMBER | | | | |

8518662807

BUSINESS **9609/33**

Paper 3 Case Study **October/November 2019**

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 the threats to CSP of the changes in the energy market and government policy.

[10]

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

(i) the operating profit margin for 2018

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(ii) the dividend yield for 2018.

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(b) Refer to your results in **2(a)** and any other information. Recommend to CSP's shareholders whether they should sell their shares in the company.

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[12]

3 Evaluate the Marketing Director's view that: 'the greener energy mission statement is the most important factor in the success of our solar panel marketing' (lines 10–11).

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[16]

4 **(a)** Refer to Appendix 2 and lines 53–57. Calculate:

(i) the change in capacity utilisation which will result if the special order is accepted

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(ii) the change to CSP's profits if the special order is accepted.

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(b) Refer to your results from **4(a)** and any other information. Recommend whether CSP should accept the special order from X Tours.

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[12]

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5 Evaluate the possible benefits to CSP of the close involvement of employees and the ECE trade union in the workplace.

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[16]

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Section B

Answer **one** question from this section.

6 Discuss the usefulness of strategic choice techniques for the directors of CSP when making a choice between options A and B.

7 Evaluate the importance of contingency planning for CSP.

Write the question number here: .....

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[Turn over

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[20]

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