Cambridge Assessment International Education

Cambridge International AS & A Level

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

7745961203

BUSINESS **9609/32**

Paper 3 Case Study **October/November 2020**

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. 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 how any two changes in the legal environment might affect GR.

[10]

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2 **(a)** Refer to Table 1. Calculate for location Y the:

(i) break-even number of customers per month

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(ii) margin of safety at the expected average monthly demand

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(iii) monthly profit at the expected average monthly demand.

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(b) Refer to your results from **2(a)** and other information. Recommend to Leff which location to choose for the new restaurant.

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[12]

3 Discuss strategies for reducing human resource problems in GR's restaurants without increasing unit costs.

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[16]

4 **(a)** Refer to lines 67–76. Calculate for 2021:

(i) cross elasticity of demand for GR's falafel meals following an increase of 5% in competitor prices

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(ii) the increase in revenue for GR if promotion spending is increased to $195 000.

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(b) Evaluate the usefulness of the elasticity concept to GR when planning its marketing strategy.

[12]

5 Evaluate the benefits to GR of using budgets.

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[16]

Section B

Answer **one** question in this section

6 Evaluate the effectiveness of using SWOT analysis to ensure that GR's growth strategies are appropriate.

7 Assume Leff chooses strategy 2. Evaluate how to implement this strategy effectively.

Write the question number here: .....

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[20]

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