Cambridge Assessment International Education

Cambridge International AS & A Level

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

1591014410

BUSINESS **9609/33**

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 the benefits to C4T of its two social objectives (lines 5–7).

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[10]

2 **(a)** Refer to Table 1. Calculate the forecast profit margin for the reusable bottles.

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(b) Refer to lines 44–49. Calculate the gearing ratio assuming the extra $0.5m finance for the factory extension is raised through a bank loan.

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(c) Refer to your results in **2(a)**, **2(b)** and any other information. Recommend whether C4T should accept the offer from the venture capitalist. Justify your recommendation.

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[12]

3 C4T plans to launch souvenir reusable bottles made from recycled plastic. Evaluate the importance of C4T's brand image for the success of this launch.

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[16]

4 **(a)** Refer to Table 2. Calculate the:

(i) forecast total contribution from the proposed special order of laptop cases

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(ii) forecast 2021 capacity utilisation for laptop cases without the special order.

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(b) Refer to your results from **4(a)** and any other information. Recommend whether C4T should accept the special order. Justify your recommendation.

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[12]

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5 Evaluate the importance of workforce planning to C4T's future success.

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[16]

Section B

Answer **one** question from this section.

6 Evaluate whether the data in Table 3 is sufficient for the managers of C4T as they make the strategic choice between option 1 and option 2.

7 Assume option 2 is chosen. Evaluate the importance of a strategic business plan to the successful implementation of this option.

Write the question number here: .....

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