Cambridge Assessment International Education

Cambridge International AS & A Level

CANDIDATE NAME									
CENTRE NUMBER						CANDIDATE NUMBER				

1707812591

BUSINESS **9609/33**

Paper 3 Case Study **October/November 2022**

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. Any blank pages are indicated.

© UCLES 2022

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 **two** opportunities to MAA of the depreciation of country G's currency against most major currencies (lines 11–14).

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

[10]

2 **(a)** Refer to lines 35–37. Calculate the:

(i) price elasticity of demand for local visitors to MAA if the entry price is increased from $10 to $12

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [4]

(ii) change in monthly total contribution from local visitors if the entry price is increased from $10 to $12.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... [4]

(b) You may refer to your results from **2(a)** and other information. Recommend whether MAA should change its entry price. Justify your recommendation.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.... [12]

3 Evaluate the importance of social objectives as Muka prepares a 5-year marketing plan for MAA.

© UCLES 2022

[16]

4 **(a)** Refer to Table 1. Calculate, for the purchase of the safari vehicles, the:

(i) accounting rate of return (ARR)

.....

.....

.....

.....

.....

.....

.....

.....

..... [3]

(ii) net present value (NPV) at a discount rate of 8%.

.....

.....

.....

.....

.....

.....

.....

.....

..... [3]

(b) You may refer to your results from **4(a)** and other information. Recommend whether MAA should purchase the safari vehicles. Justify your recommendation.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

[12]

© UCLES 2022

5 Evaluate the importance to Muka of workforce planning as she tries to reduce MAA's total labour costs.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

© UCLES 2022

[16]

Section B

Answer **one** question from this section.

6 Evaluate the usefulness of the information in Appendix 1 for the strategic management of MAA. [20]

7 Assume MAA's directors choose option 2. Evaluate the importance of corporate planning to the successful implementation of this strategy. [20]

Write the question number here: .....

© UCLES 2022

© UCLES 2022

BLANK PAGE

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (UCLES) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in the Cambridge Assessment International Education Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge Assessment International Education is part of Cambridge Assessment. Cambridge Assessment is the brand name of the University of Cambridge Local Examinations Syndicate (UCLES), which is a department of the University of Cambridge.

© UCLES 2022