Cambridge Assessment International Education

Cambridge International AS & A Level

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

3699636894 1

BUSINESS **9609/33**

Paper 3 Business Decision-Making **October/November 2023**

1 hour 45 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- Answer **all** questions.
- 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 60.
- The number of marks for each question or part question is shown in brackets [ ].
- The insert contains the case study.

This document has **12** pages. Any blank pages are indicated.

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1 Analyse **two** constraints on HP of changes in its external environment.

.... [8]

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2 Analyse **two** benefits to HP of its coordinated marketing strategy.

.... [8]

3 **(a)** Refer to Table 1.1 and lines 49 to 51. Calculate the forecast capacity utilisation in 2024.

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..... [3]

(b) Refer to lines 57 to 58 and assume no other changes. Calculate the forecast percentage change in sales for 2025 if average incomes increase by 1.5%.

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(c) Evaluate whether the factory modernisation will be sufficient to improve efficiency.

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[12]

4 **(a)** Refer to Table 1.2. Calculate the gearing ratio for 2023.

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(b) Evaluate whether the financial data provided will enable HP to decide how to finance the factory modernisation.

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5 Evaluate the importance to the future success of HP of its HRM strategy.

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