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Cambridge Assessment International Education

Cambridge International AS & A Level

CANDIDATE NAME

CENTRE NUMBER

CANDIDATE NUMBER

170931882 4

BUSINESS **9609/33**

Paper 3 Business Decision-Making **October/November 2024**

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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[Turn over

Answer **all** questions.

1 Analyse **two** threats to AFF from changes in its external environment.

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2 Analyse **two** benefits to AFF of recruiting a new CEO who has a high level of emotional intelligence.

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3 **(a)** Refer to line 29. Calculate the forecast change in sales for pay as you go fitness classes if average incomes decrease by 6%.

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(b) Refer to lines 24–28. Calculate the promotional elasticity of demand for annual membership of AFF.

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(c) Evaluate which element of AFF's coordinated marketing strategy is most important.

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4 **(a)** Refer to Table 1.1. Calculate the change in the dividend yield between 2022 and 2023.

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(b) Evaluate whether shareholders should be satisfied with AFF's financial performance in 2023.

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5 Evaluate whether total quality management (TQM) is the best way to solve the problem of AFF's customer complaints.

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