Cambridge Assessment International Education

Cambridge International AS & A Level

CANDIDATE NAME			
CENTRE NUMBER		CANDIDATE NUMBER	

BUSINESS **9609/32**

Paper 3 Business Decision-Making **February/March 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.

Answer **all** questions.

1 Analyse **two** benefits to CD resulting from internal economies of scale.

.... [8]

2 Analyse **two** advantages to CD of changing to a geographical organisational structure.

[8]

3 **(a)** Refer to Table 1.1. For 2024, calculate the price earnings ratio.

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.... [1]

(b) Refer to Table 1.1. For 2024, calculate the return on capital employed.

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.... [3]

(c) Evaluate the usefulness of the data in Table 1.1 to potential shareholders when considering whether to buy shares in CD.

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[12]

4 **(a)** Refer to lines 36–40. Calculate the estimated change in quantity demanded if CD increases the price of its detergent from \$4.00 to \$4.60.

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.... [4]

(b) Evaluate the importance of new product development to CD's future success.

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[12]

5 Evaluate the impact on CD of the appreciation of country K's exchange rate.

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.... [12]

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