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[8]

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

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

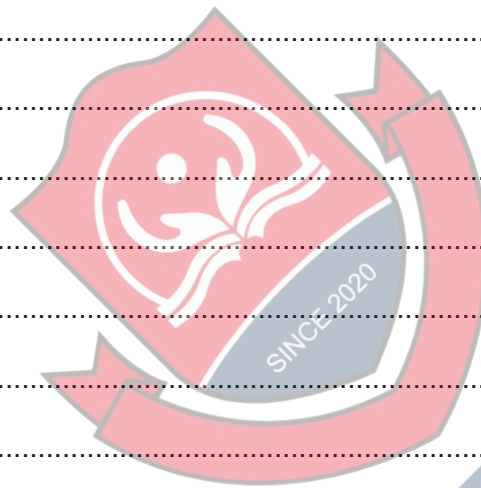
..... [1]

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

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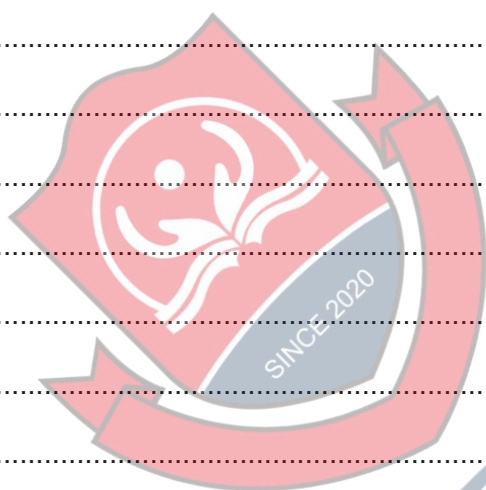
- 4 (a)** Refer to lines 36–40. Calculate the estimated change in quantity demanded if CD increases the price of its detergent from \$4.00 to \$4.60.



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

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



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