



Cambridge International AS & A Level

CANDIDATE
NAME



CENTRE
NUMBER

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CANDIDATE
NUMBER

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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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- 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%.

[2]

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



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

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[12]

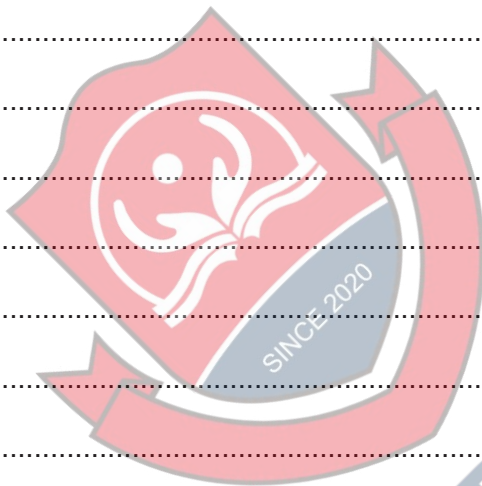


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