



Cambridge International AS & A Level

CANDIDATE
NAME

CENTRE
NUMBER

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CANDIDATE
NUMBER

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BUSINESS

9609/31

Paper 3 Case Study

May/June 2020

3 hours

You must answer on the question paper.

You will need: Insert (enclosed)

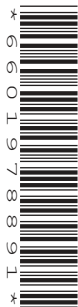
INSTRUCTIONS

- Section A: answer **all** questions.
- Section B: answer **one** question.
- 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 100.
- The number of marks for each question or part question is shown in brackets [].
- The insert contains the case study.

This document has **20** pages. Blank pages are indicated.



Answer **all** questions in Section A and answer **one** question in Section B.

You are advised to spend no more than 40 minutes on Section B.

Answer **all** questions in this section

1 Analyse the benefits to JGS of outsourcing.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins or other markings on the paper.

4**2 (a)** Refer to Table 1 and lines 24–26. Calculate the:**(i)** average seasonal variation for quarter 3

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..... [2]

(ii) forecast sales for quarter 3 in 2021, assuming a forecast trend of \$86 560.

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..... [2]

(b) Refer to lines 20–21. Calculate the income elasticity of demand (YED) of the residents of country K for JGS tours.

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..... [2]

5

- (c)** Refer to your answers to **2(a)** and **(b)** and any other information. Discuss whether sales forecasts based on past sales of JGS are likely to be accurate.

This image shows a full page of white paper with horizontal dotted lines. The lines are evenly spaced and run across the width of the page, providing a guide for handwriting practice. There are no margins, text, or other markings on the page.

[illegible]

4 (a) Refer to Table 2. Calculate the:

(i) number of customers needed for a tour to break even

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..... [3]

(ii) total contribution from a tour with two customers

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..... [2]

(iii) profit or loss from a tour with two customers.

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..... [3]

- (b)** Refer to your answers to **4(a)** and any other information. Recommend whether a tour should go ahead with only two customers booked on it. Justify your recommendation.

[illegible]

This image shows a full page of a handwriting practice worksheet. It consists of approximately 20 horizontal rows. Each row is defined by two parallel dashed lines, creating a series of uniform gaps for letter height. The lines are evenly spaced across the entire page, providing a guide for consistent letter formation. There is no text or other markings on the page.

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