



Cambridge International AS & A Level

CANDIDATE
NAME

CENTRE
NUMBER

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CANDIDATE
NUMBER

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BUSINESS

9609/33

Paper 3 Case Study

May/June 2020

3 hours

You must answer on the question paper.

You will need: Insert (enclosed)

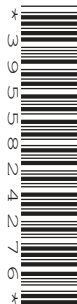
INSTRUCTIONS

- 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.



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

Answer **all** questions in this section.

- 1 Analyse the advantages and disadvantages to PAC of country X's exchange rate appreciating against other currencies (lines 12 to 17).

[illegible]

4

2 (a) Refer to Appendix 1 and any other information. Calculate the:

(i) return on capital employed for PAC in 2019

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..... [3]

(ii) forecast gearing ratio in 2020 assuming the four pizza vans are purchased using a bank loan.

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..... [3]

5

- (b)** Refer to your answers to **2(a)** and any other information. Discuss whether PAC is right to finance the pizza van project using a bank loan.

This image shows a full page of a handwriting practice worksheet. It consists of multiple sets of three horizontal dashed lines, providing a guide for letter height and placement. The lines are evenly spaced across the entire page, leaving ample room for practicing various letters and words. There is no text or other markings on the page.

- 3 PAC requires a marketing strategy for its new 'healthy life' menu. Evaluate the importance of social media and other online methods of promotion to this strategy.

[illegible]

- 4 (a)** Refer to Appendix 2. Calculate the forecast net present value (NPV) of the proposed pizza van project over four years.

[4]

- (b)** Refer to Appendix 3. Calculate the total contribution of one pizza van for 2021.

[4]

- (c)** Refer to your answers to **4(a)** and **4(b)** and any other information. Discuss whether the pizza van project is likely to improve profitability for PAC.

This image shows a full page of a handwriting practice sheet. It consists of approximately 20 horizontal rows. Each row is defined by two parallel dotted 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.

[illegible]

Section B

Answer **one** question from this section.

- 6 Evaluate the usefulness of the information in Appendix 4 for the directors of PAC as they make the strategic choice between Option 1 and Option 2.
- 7 Evaluate the importance to PAC of contingency planning as part of strategic implementation if Option 2 is chosen.

Write the question number here:

[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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