



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

October/November 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.

Section A

1 Analyse the benefits to C4T of its two social objectives (lines 5–7).

[illegible]

4

- 2 (a)** Refer to Table 1. Calculate the forecast profit margin for the reusable bottles.

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..... [3]

- (b)** Refer to lines 44–49. Calculate the gearing ratio assuming the extra \$0.5m finance for the factory extension is raised through a bank loan.

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..... [3]

- (c)** Refer to your results in **2(a)**, **2(b)** and any other information. Recommend whether C4T should accept the offer from the venture capitalist. Justify your recommendation.

[illegible]

- 3 C4T plans to launch souvenir reusable bottles made from recycled plastic. Evaluate the importance of C4T's brand image for the success of this launch.

[illegible]

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

(i) forecast total contribution from the proposed special order of laptop cases

[5]

(ii) forecast 2021 capacity utilisation for laptop cases without the special order.

[3]

(b) Refer to your results from **4(a)** and any other information. Recommend whether C4T should accept the special order. Justify your recommendation.

[illegible]

[illegible]

Section B

Answer **one** question from this section.

- 6 Evaluate whether the data in Table 3 is sufficient for the managers of C4T as they make the strategic choice between option 1 and option 2.
- 7 Assume option 2 is chosen. Evaluate the importance of a strategic business plan to the successful implementation of this option.

Write the question number here:

This image shows a full page of a handwriting practice worksheet. It consists of multiple rows of horizontal dashed lines spaced evenly down the page, providing a guide for letter height and placement. The background is plain white, and there are no other markings or text present.

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