



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 2022

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. Any blank pages are indicated.

Section A

1 Analyse **two** opportunities to MAA of the depreciation of country G's currency against most major currencies (lines 11–14).

[illegible]

2 (a) Refer to lines 35–37. Calculate the:

- (i) price elasticity of demand for local visitors to MAA if the entry price is increased from \$10 to \$12

[4]

- (ii) change in monthly total contribution from local visitors if the entry price is increased from \$10 to \$12.

[4]

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 1. Calculate, for the purchase of the safari vehicles, the:

(i) accounting rate of return (ARR)

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..... [3]

(ii) net present value (NPV) at a discount rate of 8%.

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..... [3]

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- 5 Evaluate the importance to Muka of workforce planning as she tries to reduce MAA's total labour costs.

[illegible]

16

Section B

Answer **one** question from this section.

- 6 Evaluate the usefulness of the information in Appendix 1 for the strategic management of MAA. [20]
- 7 Assume MAA's directors choose option 2. Evaluate the importance of corporate planning to the successful implementation of this strategy. [20]

Write the question number here:

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