

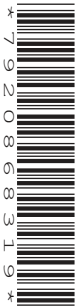


Cambridge International AS & A Level

CANDIDATE
NAME

CENTRE
NUMBER

CANDIDATE
NUMBER



BUSINESS

9609/31

Paper 3 Business Decision-Making

May/June 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.

Answer **all** questions.

[8]

[8]

(b) Refer to Table 1.1. Calculate the net present value (NPV) of the new grinding machine.

(c) Evaluate whether GBS should purchase the new grinding machine.

[illegible]

- 4 (a)** Calculate the price elasticity of demand (PED) for GBS's gravel product when the price decreased from \$90 to \$81 per tonne.

[4]

- (b)** Evaluate the impact of elasticity measures when GBS makes marketing decisions.

[illegible]

This image shows a full page of a notebook or worksheet. It features approximately 20 evenly spaced horizontal dotted lines across its entire width, providing a guide for handwriting practice. The background is plain white, and there are no margins, text, or other markings present.

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