



Cambridge International AS & A Level

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BUSINESS**9609/33**

Paper 3 Business Decision-Making

May/June 2025**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.





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[12]





- 4 (a)** Use the data in Table 1.1 and Table 1.2 and assume no other changes. Calculate the expected revenue for the year ending 30 April 2026 if WCP increases promotional spending from \$2.5 million to \$3 million.

[4]

- (b)** Evaluate the most important element of a new marketing plan for WCP to sell its toilet paper through supermarkets.

[illegible]



[12]



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