

# Cambridge International AS & A Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

170781259

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.

Answer **all** questions in Section A and answer **one** question in Section B.

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

## Section A

Answer **all** questions in this section.

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[10]

			4
2	(a)	Ref	er 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.

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[16]

4

(a)	Ref	er to Table 1. Calculate, for the purchase of the safari vehicles, the:
	(i)	accounting rate of return (ARR)
		[3
	(ii)	net present value (NPV) at a discount rate of 8%.
		[3

 	 	 	 •••••	 

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F4.6°

# Section B

Answer **one** question from this section.

6	Evaluate the usefulness of the information in Appendix 1 for the strategic management of M							
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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