



Cambridge International AS & A Level

CANDIDATE
NAME

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CENTRE
NUMBER

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CANDIDATE
NUMBER

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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.

[8]

2 Analyse **two** disadvantages to GBS of its proposed communication process innovation.

[8]

- 3 (a)** Refer to lines 24–25. Calculate the accounting rate of return (ARR) for the new grinding machine.

[2]

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

[2]

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

This image shows a full page of white paper with horizontal dashed lines, typical of primary school handwriting practice paper. The lines are evenly spaced and run across the entire width of the page. There are no margins, text, or other markings on the paper.

- 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]

- 5** Evaluate the extent to which corporate social responsibility (CSR) should influence GBS's decision to expand into new land.

[illegible]

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..... [12]

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