Cambridge Assessment International Education

Cambridge International AS & A Level

CANDIDATE NAME	

CENTRE NUMBER		CANDIDATE NUMBER	

7920868319

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.

DC (SK) 328341/2

Answer **all** questions.

1 Analyse **two** advantages to GBS of using flexible part-time employment contracts.

.... [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.

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.... [2]

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

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.... [2]

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

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[12]

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

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

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[12]

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

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.... [12]

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