



Cambridge Assessment International Education
Cambridge International Advanced Subsidiary and Advanced Level

CANDIDATE
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BUSINESS

9609/32

Paper 3 Case Study

October/November 2019

3 hours

Candidates answer on the Question Paper.

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

Write your centre number, candidate number and name in the spaces at the top of this page. If you need additional answer paper ask the invigilator for a continuation booklet.

Write in dark blue or black pen.

You may use an HB pencil for any diagrams, graphs or rough working.

Do not use staples, paper clips, glue or correction fluid.

DO **NOT** WRITE IN ANY BARCODES.

Section A

Answer **all** questions.

Section B

Answer **one** question.

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

Refer to the Insert for the case study for this Paper.

At the end of the examination, fasten all your work securely together.

The number of marks is given in brackets [] at the end of each question or part question.

This document consists of **19** printed pages, **1** blank page and **1** Insert.

Section A

Answer **all** questions in this section.

- 1** Analyse the likely impact on AEV's profit of intervention by governments in the car market.

[illegible]

2 (a) Refer to Appendix 1. Calculate for 2019:

(i) the dividend yield

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..... [3]

(ii) the price earnings ratio

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..... [4]

(iii) the return on capital employed (ROCE).

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..... [3]

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[illegible]

- 4 (a) Refer to Table 1. Calculate the difference in labour turnover between 2017 and 2018.

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..... [4]

- (b)** Discuss the importance of human resource management to the success of the planned expansion of the CellX manufacturing centre.

[illegible]

5 Discuss the significance of product development to AEV's future success.

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