



Cambridge Assessment International Education
Cambridge International Advanced Subsidiary and Advanced Level

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BUSINESS

9609/33

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.

This image shows a full page of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page, typical of notebook or legal stationery. There are no margins, text, or other markings on the page.

2 (a) Refer to Appendix 1. Calculate:

(i) the operating profit margin for 2018

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..... [2]

(ii) the dividend yield for 2018.

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..... [4]

..... [12]

- 3 Evaluate the Marketing Director's view that: 'the greener energy mission statement is the most important factor in the success of our solar panel marketing' (lines 10–11).

This image shows a full page of a handwriting practice worksheet. It consists of multiple rows of horizontal dashed lines spaced evenly down the page, providing a guide for letter height and placement. The background is plain white, and there are no other markings or text present.

4 (a) Refer to Appendix 2 and lines 53–57. Calculate:

(i) the change in capacity utilisation which will result if the special order is accepted

[4]

(ii) the change to CSP's profits if the special order is accepted.

..... [4]

- 5 Evaluate the possible benefits to CSP of the close involvement of employees and the ECE trade union in the workplace.

This image shows a full page of a worksheet designed for handwriting practice. It consists of multiple rows of horizontal dashed lines spaced evenly across the page, providing a guide for letter height and placement. The background is plain white, and there are no other markings or text present.

- 6 Discuss the usefulness of strategic choice techniques for the directors of CSP when making a choice between options A and B.
- 7 Evaluate the importance of contingency planning for CSP.

[illegible]

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