

### Cambridge International Examinations

Cambridge International Advanced Level

CANDIDATE NAME			
CENTRE NUMBER		CANDIDATE NUMBER	
BUSINESS			9609/32
Paper 3 Case Study			May/June 2018
			3 hours
Candidates answer on the Ques	stion Paper.		
No Additional Materials are requ	uired		

#### **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.



# Section A

Answer all questions in this section.

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 [16]

ŀ	(a)	Ref	er to Appendix 2. Calculate:
		(i)	promotional elasticity of demand for the DA range of walking boots if spending on promotion is increased from \$200 000 to \$300 000
			[3]
		(ii)	price elasticity of demand for the DA Explorer boot if price is reduced from \$200 to \$180.
		()	p

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[12]

	scuss the extent to which the data in Appendix 5 and other external factors could influence DA ccess in country B.
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[16]
[10]

## **Section B**

Answer **one** question from this section.

O	the directors of DA have to make.
7	Evaluate the extent to which contingency planning might help DA achieve its long-term aims and objectives.
	Write the question number here:

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[20]

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