

Cambridge International Examinations

Cambridge International Advanced Level

BUSINESS Paper 3 Case	Study	Oct	tober/Novemb	9609/32 per 2018 3 hours
CENTRE NUMBER		CANDIDATE NUMBER		
CANDIDATE NAME				

READ THESE INSTRUCTIONS FIRST

No Additional Materials are required.

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.

Talyse lile	penefits to DLR of the elasticity concept when developed	oping the new marketing plan.

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(b)	Using your result to 2(a) calculate the forecast gross profit margin for 2019.

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[12]

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ŀ	(a)	Ref	er to Table 1. Calculate for 2018:
		(i)	capacity utilisation
			[2]
		/ii\	the number of apartments that must be occupied each day for DLR to break even.
		(11)	the number of apartments that must be occupied each day for DEN to break even.
			[4]

(b)	Discuss the importance to DLR of increasing capacity utilisation.

[12]

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Section B

Answer **one** question from this section.

Discuss the importance to DLR's future profitability of business planning.
Discuss whether DLR's use of strategic choice techniques can eliminate risk when taking strategic decisions.
Write the question number here:

[20]

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