

# Cambridge International AS & A Level

CANDIDATE NAME					
CENTRE NUMBER			CANDIDATE NUMBER		

BUSINESS 9609/32

Paper 3 Case Study May/June 2022

3 hours

You must answer on the question paper.

You will need: Insert (enclosed)

#### **INSTRUCTIONS**

- Section A: answer all questions.
- Section B: answer one question.
- 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 100.
- The number of marks for each question or part question is shown in brackets [ ].
- The insert contains the case study.

Answer **all** questions in Section A and answer **one** question in Section B.

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

#### **Section A**

Answer all questions in this section.

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[10]

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_	171	Reiei ii	) lines	/ 1-/4	Calculate	III (e

(i)	cross elasticity of demand of the Hydrocamel following the price reduction of the Hippo Barrel
(ii)	annual revenue of the Hydrocamel, if its price is reduced by 10%.
(,	
	[5]


 •••••	 	•••••
		[40]

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•••••	 	 	 


[16]

(a) Ref	er to Table 1 and Table 2. Calculate for 2022 the:
(i)	gearing ratio
	[3]
(ii)	dividend yield
	[2]
(iii)	profit margin
()	prom margin
	[2]

(b)	You may refer to your answer to <b>4(a)</b> and other information. Evaluate the usefulness to WTZ's Board of Directors of ratio analysis when choosing a suitable source of finance for further growth.

[12]

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[16]
[10]

## Section B

Answer **one** question in this section.

6	Evaluate the usefulness to WTZ of external environment analysis (PEST) as a frame-	work to
	develop business strategy.	

7	Evaluate the strategic choice techniques that could help WTZ choose between option 1 and option 2.
	Write the question number here:

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[20]

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