



Cambridge International AS & A Level

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BUSINESS 9609/33

Paper 3 Business Decision-Making

October/November 2024

1 hour 45 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- Answer all questions.
- 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 60.
- The number of marks for each question or part question is shown in brackets [].
- The insert contains the case study.

This document has 12 pages. Any blank pages are indicated.

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Answer all questions.

| Analyse two threats to AFF from changes in its external environment. |
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| 3 (a | Refer to line 29. Calculate the forecast change in sales for pay as you go fitness classes average incomes decrease by 6%. |
| | avolugo moomoo acorcaco by 676. |
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| (b | Refer to lines 24–28. Calculate the promotional elasticity of demand for annual membership of AFF. |
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| (c | :) Evaluate which element of AFF's coordinated marketing strategy is most important. |
| (0 | y Evaluate which clement of All 1 3 coordinated marketing strategy is most important. |
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| | 000800000006 * Refer to Table 1.1. Calculate the change in the dividend yield between 2022 and 2023 |
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| 4 (a) | Refer to Table 1.1. Calculate the change in the dividend yield between 2022 and 2023. |
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| (b) | Evaluate whether shareholders should be satisfied with AFF's financial performance in 2023. |
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| 5 | * 0000800000008 * Evaluate whether total quality mana |
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