



Cambridge International AS & A Level

CANDIDATE NAME

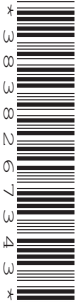


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BUSINESS

9609/33

Paper 3 Business Decision-Making

May/June 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.





Answer **all** questions

1 Analyse **two** impacts on SCC of the changing external influences in country Z.

Ruled lines for writing the answer.

[8]

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2 Analyse **two** benefits to SCC of developing new clothing products made from recycled materials.

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4 (a) Refer to Table 1.2. Calculate the price elasticity of demand (PED) for bespoke clothing.

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[4]

(b) Evaluate the usefulness of PED and income elasticity of demand (YED) to SCC’s sales forecasting for mass-produced clothing.

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5 Evaluate the impact of SCC’s HRM decisions on the future success of the business.

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