

Cambridge
International
A Level

Cambridge International Examinations
Cambridge International Advanced Level

CANDIDATE
NAME

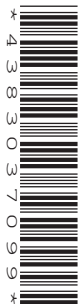
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CENTRE
NUMBER

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BUSINESS

Paper 3 Case Study

9609/32

May/June 2018

3 hours

Candidates answer on the Question Paper.

No Additional Materials are required.

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.

This document consists of **19** printed pages, **1** blank page and **1** Insert.

2 (a) Refer to Appendix 1. Calculate as at 20 April 2018:

(i) dividend yield

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(ii) price earnings ratio.

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3 Discuss the extent to which the adoption of lean production techniques will solve DA's current operational problems.

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(b) Use your results to 4(a) and any other relevant information. Discuss the importance of marketing planning to the success of DA's entry into the market for walking boots.

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Section B

Answer **one** question from this section.

- 6 Discuss whether strategic choice techniques can eliminate risk from the strategic decisions that 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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