



Cambridge Assessment International Education

Cambridge International Advanced Subsidiary and Advanced Level

AO & A LOVOI			
CANDIDATE NAME			
CENTRE NUMBER		CANDIDATE NUMBER	
BUSINESS			9609/33
Paper 3 Case	Study		May/June 2019
			3 hours
Candidates an	nswer on the Question Paper.		

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.



[10]



2	(a)	Refer	to the	table	in A	ppendix	1.	Calculate t	he:

current capacity utilisation at Factory S
[2]
contribution from each kg of chocolate powder sold from Factory S.



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[12]



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[16]



	Factory S on its operating profit margin in 2019, assuming revenue and all other cost data remains the same.
	[5]
(b)	
	Refer to Table 1 and lines (37–43). Calculate AC's gearing ratio that would result from the project to expand Factory S.
	project to expand Factory S.
	project to expand Factory S.
	project to expand Factory S.
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	project to expand Factory S.



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	[12]



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[16]



Section B

Answer **one** question from this section.

Discuss the usefulness of strategic choice techniques for the directors of AC, as they decide between Option A and Option B. 7 Assume AC's directors choose Option A. Evaluate the importance of business planning to the successful implementation of this strategy. Write the question number here:







1001

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