



Cambridge International AS & A Level

CANDIDATE
NAME

CENTRE
NUMBER

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CANDIDATE
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BUSINESS

9609/31

Paper 3 Case Study

October/November 2020

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.

This document has **20** pages. Blank pages are indicated.

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

- 1 Analyse the possible disadvantages for country Q of NH opening hotels there.

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2 (a) Refer to Table 1. Calculate for 2019 the:

(i) overall average capacity utilisation for NH

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(ii) variance in total sales revenue per night for NH's basic hotels.

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(b) Discuss whether introducing lean production will improve NH's profits.

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3 Recommend a strategy that could improve the motivation of employees of NH. Justify your recommendation.

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Area containing 25 horizontal dotted lines for writing.

4 (a) Refer to Table 4 and Table 5 and lines 82–92. Assume NH takes over EatBest in 2021 and no other factors change. Calculate the forecast:

(i) profit before tax for the year ended 31 October 2021

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(ii) net assets at 31 October 2021.

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(b) Refer to your answers to 4(a) and any other information.

Discuss whether NH's shareholders should support the proposed takeover of EatBest.

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5 Recommend a possible marketing plan to achieve Jolin's objectives (lines 80–81). Justify your recommendation.

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Dotted lines for writing.

Section B

Answer **one** question in this section

- 6 Evaluate whether successful implementation of a new strategy requires NH to change its organisational structure.
- 7 Evaluate the importance of core competencies as a framework for business strategy when NH carries out strategic analysis.

Write the question number here:

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