



# Cambridge International AS & A Level

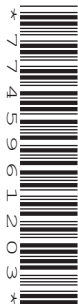
CANDIDATE  
NAME

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**BUSINESS**

**9609/32**

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.





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

(i) break-even number of customers per month

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..... [3]

(ii) margin of safety at the expected average monthly demand

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(iii) monthly profit at the expected average monthly demand.

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..... [3]





3 Discuss strategies for reducing human resource problems in GR’s restaurants without increasing unit costs.

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4 (a) Refer to lines 67–76. Calculate for 2021:

(i) cross elasticity of demand for GR’s falafel meals following an increase of 5% in competitor prices

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(ii) the increase in revenue for GR if promotion spending is increased to \$195 000.

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**Section B**

Answer **one** question in this section

- 6 Evaluate the effectiveness of using SWOT analysis to ensure that GR's growth strategies are appropriate.
- 7 Assume Leff chooses strategy 2. Evaluate how to implement this strategy effectively.

Write the question number here: .....

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[20]

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