



# Cambridge International AS & A Level

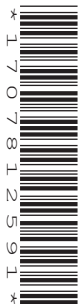
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**BUSINESS**

**9609/33**

Paper 3 Case Study

**October/November 2022**

**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. Any 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 **two** opportunities to MAA of the depreciation of country G's currency against most major currencies (lines 11–14).

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[12]

3 Evaluate the importance of social objectives as Muka prepares a 5-year marketing plan for MAA.

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4 (a) Refer to Table 1. Calculate, for the purchase of the safari vehicles, the:

(i) accounting rate of return (ARR)

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(ii) net present value (NPV) at a discount rate of 8%.

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[12]



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Section B

Answer **one** question from this section.

- 6 Evaluate the usefulness of the information in Appendix 1 for the strategic management of MAA. [20]
- 7 Assume MAA’s directors choose option 2. Evaluate the importance of corporate planning to the successful implementation of this strategy. [20]

Write the question number here: .....

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