



Cambridge International AS & A Level

CANDIDATE
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BUSINESS

9609/32

Paper 3 Case Study

May/June 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** possible benefits to WTZ of introducing Kaizen.

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2 (a) Refer to lines 71–74. Calculate the:

(i) cross elasticity of demand of the Hydrocamel following the price reduction of the Hippo Barrel

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..... [2]

(ii) annual revenue of the Hydrocamel, if its price is reduced by 10%.

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3 Evaluate the likely impact on WTZ's future profitability of increased focus on corporate social responsibility (CSR).

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4 (a) Refer to Table 1 and Table 2. Calculate for 2022 the:

(i) gearing ratio

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..... [3]

(ii) dividend yield

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..... [2]

(iii) profit margin

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..... [2]

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