



Cambridge International AS & A Level

CANDIDATE
NAME

CENTRE
NUMBER

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BUSINESS

9609/33

Paper 3 Business Decision-Making

May/June 2023

1 hour 45 minutes

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- Answer **all** questions.
- 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 60.
- The number of marks for each question or part question is shown in brackets [].
- The insert contains the case study.

This document has **12** pages. Any blank pages are indicated.

2 Analyse **two** ways LT can measure whether tours meet customers' expectations.

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[8]

3 (a) Refer to Table 1.1. Calculate the payback period for LT’s proposed new Tour Hub.

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..... [1]

(b) Refer to Table 1.1. Calculate the accounting rate of return (ARR).

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(c) Evaluate whether LT should invest in the new Tour Hub.

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4 (a) Refer to Table 1.2. Calculate the price elasticity of demand for shopping tours.

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(b) Evaluate whether price elasticity of demand calculations are sufficient for LT to make pricing decisions.

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