



Cambridge International AS & A Level

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BUSINESS**9609/31**

Paper 3 Business Decision-Making

May/June 2026**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. Do **not** use correction fluid or tape.
- 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.



[8]





2 Analyse **two** reasons why quality is important to SLS.

[8]





- 3 (a) Refer to lines 33–35, calculate the price elasticity of demand of increasing the price per individual carton of ice cream from \$3.50 to \$4.00.

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..... [2]

- (b) Refer to lines 30–32, calculate the income elasticity of demand for SLS's products sold through retailers.

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- (c) Evaluate the likely impact on the marketing behaviour of SLS of an increase in the average income in country A.

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5

[12]





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- [4]

- [illegible]



[12]





5 Evaluate the likely benefits to SLS of decentralising decision making to its new regional office in country Z.

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