



Cambridge International AS & A Level

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BUSINESS**9609/33**

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 **one** advantage and **one** disadvantage for RR of Reeta's leadership.

[8]



- 3 (a) Using the data in Table 1.1, calculate the percentage increase in the exports of country X between 2016 and 2025.

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..... [1]

- (b) Using the data in Table 1.1, calculate the income elasticity of demand for luxury beauty products in 2025.

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- (c) Evaluate the likely impact on RR of the rapid economic growth in country X between 2016 and 2025.

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[12]



- 4 (a) Using the data in Table 1.3, calculate the net present value (NPV) of the information technology (IT) proposal investment.

[4]

- (b)** Evaluate whether RR should invest in the information technology (IT) proposal to support its international expansion.

This image shows a full page of white paper with horizontal dashed lines, typical of primary school handwriting practice paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



[12]

[12]





5 Evaluate the usefulness of accounting data to FSA in the decision to purchase shares in RR.

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