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BUSINESS**9609/31**

Paper 3 Business Decision-Making

October/November 2025**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.



Answer **all** questions.

- 1 Analyse **two** likely impacts on PPP of the changing external influences.

[8]





2 Analyse **two** benefits to PPP of using quality assurance.

[8]





- [2]

- [2]

- [illegible]



[12]





- 4 (a)** Using the data in Table 1.2, calculate the monthly revenue from the sales of the classic pie after the price increase.

[4]

- (b)** Evaluate the usefulness to PPP of elasticity measures when deciding on the marketing mix for the new cheese pies in export markets.

[illegible]



[12]



[illegible]



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..... [12]









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