

CANDIDATE
NAME

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CENTRE
NUMBER

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CANDIDATE
NUMBER

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BUSINESS

9609/32

Paper 3 Case Study

October/November 2018

3 hours

Candidates answer on the Question Paper.

No Additional Materials are required.

READ THESE INSTRUCTIONS FIRST

Write your Centre number, candidate number and name in the spaces at the top of this page. If you need additional answer paper ask the invigilator for a continuation booklet.

Write in dark blue or black pen.

You may use an HB pencil for any diagrams, graphs or rough working.

Do not use staples, paper clips, glue or correction fluid.

DO **NOT** WRITE IN ANY BARCODES.

Section A

Answer **all** questions.

Section B

Answer **one** question.

You are advised to spend no more than 40 minutes on Section B.

Refer to the Insert for the case study for this Paper.

At the end of the examination, fasten all your work securely together.

The number of marks is given in brackets [] at the end of each question or part question.

This document consists of **20** printed pages and **1** Insert.

Section A

Answer **all** questions in this section.

- 1** Analyse the benefits to DLR of the elasticity concept when developing the new marketing plan.

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[10]

(b) Using your result to 2(a) calculate the forecast gross profit margin for 2019.

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..... [2]

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4 (a) Refer to Table 1. Calculate for 2018:

(i) capacity utilisation

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 [2]

(ii) the number of apartments that must be occupied each day for DLR to break even.

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 [4]

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[12]

- 5 Assess the extent to which any **two** of the forecast changes in Table 3 could influence DLR's future decision-making.

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Section B

Answer **one** question from this section.

- 6 Discuss the importance to DLR's future profitability of business planning.
- 7 Discuss whether DLR's use of strategic choice techniques can eliminate risk when taking strategic decisions.

Write the question number here:

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