

CANDIDATE
NAME

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CENTRE
NUMBER

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CANDIDATE
NUMBER

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BUSINESS

9609/31

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 **19** printed pages, **1** blank page and **1** Insert.

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Ruled writing area consisting of 28 horizontal dotted lines.

4 (a) Refer to Appendix 2. Calculate:

(i) the promotional elasticity of SU beach umbrellas

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..... [3]

(ii) the total contribution that Beach Umbrellas made to SU in the year ending November 2018.

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..... [2]

(iii) Refer to Appendix 3. Calculate:
return on capital employed with promotion spending change, stating one assumption made.

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..... [4]

5 Discuss the role of product development to the future success of SU.

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Section B

Answer **one** question in this section.

- 6 Evaluate the importance of strategic implementation for the success of Options 1 and 2.
- 7 Evaluate strategic choice techniques SU might use when deciding between Option 1 and Option 2.

Write the question number here:

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