



# Cambridge International AS & A Level

CANDIDATE  
NAME

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CENTRE  
NUMBER

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**BUSINESS**

**9609/32**

Paper 3 Business Decision-Making

**February/March 2023**

**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.





- 3 (a)** Assume FWB increases spending on promotion by 20% and the promotional elasticity of demand is 0.8. Calculate the percentage change in FWB's revenue.

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..... [1]

- (b)** Refer to lines 30–32. Calculate the estimated price elasticity of demand if FWB increases the price of coffee from \$2.00 to \$2.30.

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..... [3]

- (c)** Evaluate the usefulness of the concept of elasticity of demand to FWB when deciding on a new marketing mix.

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