

CANDIDATE
NAME

CENTRE
NUMBER

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CANDIDATE
NUMBER

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BUSINESS

9609/33

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.

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2 (a) Refer to Appendix 1.

(i) Draw a network diagram for the new factory project.



(ii) Identify all the earliest start times (ESTs) and latest finish times (LFTs) of the activities.

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3 Evaluate the implications of increasing globalisation for BKC's future marketing plans.

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

(i) inventory turnover ratio

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(ii) days' sales in receivables.

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[16]

Section B

Answer **one** question from this section.

- 6 Evaluate the importance of strategic analysis to BKC when planning to achieve its new long term objective.
- 7 Evaluate whether the information in Appendix 2 is sufficient to allow the Board of BKC to make the strategic choice between strategy 1 and strategy 2.

Write the question number here:

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