

Please write clearly in block capitals.

Centre number

Candidate number

Surname

Forename(s)

Candidate signature

I declare this is my own work.

INTERNATIONAL A-LEVEL

BUSINESS

Unit 4: Business Decision Making

Tuesday 4 June 2024

07:00 GMT

Time allowed: 1 hour 45 minutes

Materials

For this paper you must have:

- the insert (enclosed)
- a calculator, which you are expected to use where appropriate.

Instructions

- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided.  
Do not write outside the box around each page or on blank pages.
- If you need extra space for your answer(s), use the lined pages at the end of this book. Write the question number against your answer(s).
- All working must be shown.
- Do all rough work in this book. Cross through any work you do not want to be marked.
- You may **not** use an English dictionary.

Information

- The marks for questions are shown in brackets.
- The maximum mark for this paper is 80.

Advice

- You may use a bilingual dictionary.

| For Examiner's Use |      |
|--------------------|------|
| Question           | Mark |
| 1                  |      |
| 2                  |      |
| 3                  |      |
| 4                  |      |
| 5                  |      |
| 6                  |      |
| 7                  |      |
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| 9.1                |      |
| 9.2                |      |
| 9.3                |      |
| TOTAL              |      |



Answer **all** questions in the spaces provided.

A manufacturing business is experiencing overtrading. The Finance Director wants to reduce the range of products to overcome this issue. Is this a good idea?

**[12 marks]**

[illegible]

**12**

**[12 marks]**

[illegible]

12

**[12 marks]**

[illegible]

12

**Section B**

Answer **all** questions in the spaces provided.

Read the **case study** in the **insert booklet** and then answer the questions.

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The co-operative has 50 farms. Using **Table 1**, calculate the profit Camerco will make on the order from the multinational in US\$ each year.

**[4 marks]**

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Explain **one** advantage Camerco may gain from scenario planning.

**[3 marks]**

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0 6

The cocoa bean market has many producers. Explain **one** difficulty Camerco may experience in trying to maintain a competitive advantage.

[3 marks]

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3

0 7

Using **Figure 1**, calculate the difference in the price of fertilizer in Central African Francs (CFAs) between January 2021 and January 2022, for each farm.

[2 marks]

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2

0 8

The global premium chocolate market is forecast to be worth \$40 billion in 2025. Using **Table 2**, calculate the forecasted value of this market in 2026.

[2 marks]

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2

Turn over ►



9



Analyse the potential problems for Camerco of accepting the order from the multinational.

[illegible][illegible]

**Turn over ►**



With reference to your analysis, recommend whether Camerco should accept the order from the multinational. You should justify your recommendation.

[illegible]

**END OF QUESTIONS**

**There are no questions printed on this page**

*Do not write  
outside the  
box*

**DO NOT WRITE ON THIS PAGE  
ANSWER IN THE SPACES PROVIDED**





