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Centre Number						Candidate Number				
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OXFORD CAMBRIDGE AND RSA EXAMINATIONS
ADVANCED GCE
F293
BUSINESS STUDIES
Marketing

MONDAY 25 JANUARY 2010: Afternoon
DURATION: 2 hours

SUITABLE FOR VISUALLY IMPAIRED CANDIDATES

Candidates answer on the Question Paper

OCR SUPPLIED MATERIALS:

Resource Booklet

OTHER MATERIALS REQUIRED:

Calculators may be used

READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS TO CANDIDATES

- **Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes on the first page.**
- **Use black ink. Pencil may be used for graphs and diagrams only.**
- **The information required to answer questions 1–6 is contained within the Resource Booklet.**
- **Read each question carefully and make sure that you know what you have to do before starting your answer.**
- **Answer ALL the questions.**
- **Write your answer to each question in the space provided, however additional paper may be used if necessary.**

INFORMATION FOR CANDIDATES

- **The number of marks is given in brackets [] at the end of each question or part question.**
- **The total number of marks for this paper is 60.**
- **The quality of your written communication will be taken into account when marking your answers to questions labelled with an asterisk (*).**

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Answer ALL questions.

- 1 Using Table 1, calculate the price elasticity of demand for the budget single bed with mattress.**

Answer _____ [4]

2* Quality of written communication will be taken into account.

Discuss an appropriate pricing strategy that Hugh might adopt to try to increase demand in the coming months.

[13]

5* Quality of written communication will be taken into account.

Evaluate the advantages and disadvantages to BFL of having an extensive product portfolio.

[13]

6* Quality of written communication will be taken into account.

**Considering marketing AND OTHER ISSUES, should BFL take over DAM, the office furniture business?
Justify your view.**



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