



ADVANCED GCE
BUSINESS STUDIES
 Marketing

F293

Candidates answer on the Question Paper

OCR Supplied Materials:

- Resource Booklet

Other Materials Required:

- Calculators may be used

Monday 25 January 2010
Afternoon
Duration: 2 hours



Candidate Forename		Candidate Surname	
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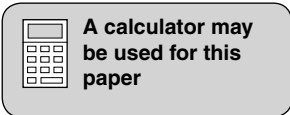
Centre Number						Candidate Number				
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INSTRUCTIONS TO CANDIDATES

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes above.
- 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.
- Do **not** write in the bar codes.
- 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 (*).
- This document consists of **12** pages. Any blank pages are indicated.



2

Answer **all** questions.

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

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Answer [4]

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

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[13]

6* Considering marketing **and other issues**, should BFL take over DAM, the office furniture business?
Justify your view.

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