THIS IS A NEW SPECIFICATION

OCR
RECOGNISING ACHIEVEMENT

ADVANCED GCE

BUSINESS STUDIES

Marketing

F293

Candidates answer on the Question Paper

OCR Supplied Materials:
- Resource Booklet

Other Materials Required:
- A calculator may be used

Friday 11 June 2010
Afternoon

Duration: 2 hours

Candidate Forename		Candidate Surname	

Centre Number						Candidate Number				

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. Additional paper may be used if necessary but you must clearly show your Candidate Number, Centre Number and question number(s).

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.

A calculator may be used for this paper

© OCR 2010 [M/500/7951]
DC (SJF5180) 13812/5

OCR is an exempt Charity

Answer **all** questions.

1 Assuming that average attendance figures remain unchanged, calculate the predicted change in revenue if the price for the Tuesday evening Pilates class is increased by 25% to £5 and the price for the daytime class is reduced by 25%.

.....

.....

.....

.....

Answer ..... **[4]**

2 Analyse **two** advantages to Andy's Health Club (AHC) of using price discrimination.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... **[6]**

© OCR 2010

3* Discuss the extent to which Andy might use market segmentation to understand the factors which influence the members of AHC when buying services from AHC.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

© OCR 2010

..... [13]

© OCR 2010

4 At the marketing conference, Andy heard about AIDA.

Analyse how AIDA could be applied to AHC.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... **[6]**

© OCR 2010

5* Recommend and justify a marketing strategy that Andy might use to increase sales at AHC.

© OCR 2010

..... [13]

© OCR 2010

6* Considering marketing **and other issues**, should Andy introduce one of the expansion ideas in Option C? Justify your view.

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

© OCR 2010

© OCR 2010

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

..... **[18]**

© OCR 2010

BLANK PAGE

PLEASE DO NOT WRITE ON THIS PAGE

© OCR 2010

PLEASE DO NOT WRITE ON THIS PAGE

RECOGNISING ACHIEVEMENT

Copyright Information

OCR is committed to seeking permission to reproduce all third-party content that it uses in its assessment materials. OCR has attempted to identify and contact all copyright holders whose work is used in this paper. To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced in the OCR Copyright Acknowledgements Booklet. This is produced for each series of examinations, is given to all schools that receive assessment material and is freely available to download from our public website (www.ocr.org.uk) after the live examination series.

If OCR has unwittingly failed to correctly acknowledge or clear any third-party content in this assessment material, OCR will be happy to correct its mistake at the earliest possible opportunity.

For queries or further information please contact the Copyright Team, First Floor, 9 Hills Road, Cambridge CB2 1GE.

OCR is part of the Cambridge Assessment Group; Cambridge Assessment is the brand name of University of Cambridge Local Examinations Syndicate (UCLES), which is itself a department of the University of Cambridge.

© OCR 2010