OCR
RECOGNISING ACHIEVEMENT

Thursday 26 January 2012 – Morning

A2 GCE BUSINESS STUDIES

F293/01 Marketing

Candidates answer on the Question Paper.

OCR supplied materials:
- Resource Booklet

Other materials required:
- A calculator may be used

Duration: 2 hours

Candidate forename		Candidate surname	

Centre number						Candidate number				

INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- Use black ink. HB pencil may be used for graphs and diagrams only.
- The information required to answer questions 1–6 is contained within the Resource Booklet.
- Answer **all** the questions.
- Read each question carefully. Make sure you know what you have to do before starting your answer.
- 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).
- Do **not** write in the bar codes.

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**.
- Your Quality of Written Communication will be assessed in questions marked with an asterisk (*).
- This document consists of **12** pages. Any blank pages are indicated.

A calculator may be used for this paper

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Answer **all** questions.

1 Analyse **two** possible **marketing** objectives which Roberta could set for KCL.

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2 Based on KCL's current pricing policy, calculate the price charged for the hire of a coach when the fixed costs of £80 are subject to a 100% mark-up and the variable costs of £100 for the journey in question have a 250% mark-up.

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

3 Recommend and justify a pricing strategy which Roberta might use to increase revenue at KCL.

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4 **Other than advertising**, discuss methods of promotion which KCL could use to increase sales volume at KCL.

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5 Analyse **one** advantage to KCL of using desk research in order to gather information about the Holden Hotel.

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6* Considering marketing **and other issues**, should KCL buy the Holden Hotel? Justify your view.

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..... [18]

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