

**Thursday 24 January 2013 – 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**



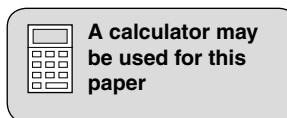
Candidate forename		Candidate surname	
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Centre number						Candidate number				
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- Write your name, centre number and candidate number in the boxes above. Please write clearly and in capital letters.
- 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 **16** pages. Any blank pages are indicated.



Answer **all** the questions.

- 1 Using Table 1, calculate the percentage change in projected readership numbers for 'Life Magazine' between year 1 and year 5.

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Answer ..... [4]





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6\* Considering marketing **and other issues**, should KPL proceed with the launch of 'Life Magazine'?  
Justify your view. [18]

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