

OXFORD CAMBRIDGE AND RSA EXAMINATIONS

A2 GCE

F293/01

BUSINESS STUDIES

Marketing

THURSDAY 20 JUNE 2013: Morning

DURATION: 2 hours

plus your additional time allowance

MODIFIED ENLARGED

Candidate forename		Candidate surname	
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Centre number						Candidate number				
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Candidates answer on the Question Paper.

OCR SUPPLIED MATERIALS:

Resource Booklet

OTHER MATERIALS REQUIRED:

A calculator may be used

A calculator may be used for this paper
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READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS TO CANDIDATES

- Write your name, centre number and candidate number in the boxes on the first page. 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).

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 (*).
- Any blank pages are indicated.

Answer ALL the questions.

- 1 Using Table 1 in the Resource Booklet, calculate the price elasticity of demand for SOL smoothies when the price changes from £1.89 to £1.99.**

Give your answer correct to one decimal place.

Answer _____ [4]

[illegible]

[illegible]

[illegible]

[illegible]

3 Analyse TWO reasons why SOL has decided on an initial distribution strategy of targeting only one state for the launch of its brand in the USA. [6]

[illegible]

4 Discuss the arguments for and against SOL's decision to make use of social network marketing in an international campaign targeting the market in California, USA. [13]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

END OF QUESTION PAPER

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