

Candidate Forename						Candidate Surname					
Centre Number						Candidate Number					

OXFORD CAMBRIDGE AND RSA EXAMINATIONS
ADVANCED GCE
F293
BUSINESS STUDIES
Marketing

FRIDAY 11 JUNE 2010: Afternoon
DURATION: 2 hours

SUITABLE FOR VISUALLY IMPAIRED CANDIDATES

Candidates answer on the Question Paper

OCR SUPPLIED MATERIALS:

Resource Booklet

OTHER MATERIALS REQUIRED:

A calculator may be used

READ INSTRUCTIONS OVERLEAF

INSTRUCTIONS TO CANDIDATES

- Write your name clearly in capital letters, your Centre Number and Candidate Number in the boxes on the first page.
- 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.
- 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 (*).

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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]

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.

[illegible]

[illegible]

[illegible]

4 At the marketing conference, Andy heard about AIDA. Analyse how AIDA could be applied to AHC.

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

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