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 10 June 2011
Morning

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. Pencil may be used for diagrams only.
- The information required to answer questions 1–6 is contained within the resource booklet.
- 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).
- Answer **all** the questions.
- 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**.
- The quality of your written communication will be taken into account when marking your answer to the question labelled 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 Using the mark up information in line 54, calculate the price charged to a customer for repair work where the labour costs are £200 and the parts costs are £300.

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

2 Discuss appropriate pricing strategies which David might adopt to try to increase demand in the coming months.

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..... [13]

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3 Analyse **two** possible marketing advantages to PCL of developing its website.

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

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4 Analyse **one** possible marketing objective which David might consider appropriate for PCL.

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5 Evaluate ways in which David could assess how PCL's marketing activities assist in the achievement of its business objectives.

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6* Considering marketing **and other issues**, should PCL take over WCH (the car hire business)? Justify your view.

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RECOGNISING ACHIEVEMENT

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