

**Wednesday 22 June 2016 – Afternoon**

**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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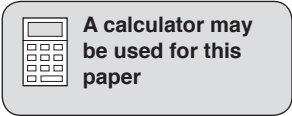
Centre number						Candidate number				
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**INSTRUCTIONS TO CANDIDATES**

- 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**.
- The Quality of Written Communication will be assessed in questions marked with an asterisk (\*).
- This document consists of **16** pages. Any blank pages are indicated.



1 Using Table 2, calculate the advertising elasticity of demand between April and May.

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Answer: ..... [4]



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