Centre No.						Paper Reference							Surname	Initial(s)
Candidate No.						6	3	6	4	/	0	1	Signature	

Paper Reference(s)

6364/01

Edexcel GCE

Economics and Business Studies (Nuffield)

Advanced

Unit 4: Competitiveness (Module 4)

Friday 26 January 2007 – Afternoon

Time: 1 hour 45 minutes

Examiner's use only

Team Leader's use only

Question Number	Leave Blank
1	
2	
3	
4	
5	
Total	

Materials required for examination
Nil

Items included with question papers
Insert containing all source material

Instructions to Candidates

In the boxes above, write your centre number, candidate number, your surname, initials and signature. Check that you have the correct question paper.
Read the additional evidence carefully and then answer ALL the questions. Write your answers in the spaces provided in this question paper.

Information for Candidates

The marks for individual questions and the parts of questions are shown in round brackets: e.g. **(2)**.
There are 5 questions in this question paper. The total mark for this paper is 80.
There are 12 pages in this question paper. Any blank pages are indicated.
Candidates are expected to be familiar with Evidence A to E for this paper before the examination.
You may use a calculator.

Advice to Candidates

You will be assessed on your ability to organise and present information, ideas, descriptions and arguments clearly and logically, including your use of grammar, punctuation and spelling.

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Evidence A–E was pre-issued before the date of the examination.

Read the additional evidence in Evidence F and G carefully and then answer all the questions below.

1. The income elasticity of demand for chocolate in the UK is 0.44.

Examine the implications of this for chocolate producers.

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2. Briefly examine **two** policies which might be adopted in order to improve the employment prospects of workers made redundant by Terry's.

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3. Assess the likely implications for **two** stakeholder groups as confectionery companies seek to achieve competitive advantage.

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Leave blank

4. Evaluate possible reasons for Cadbury's decision to purchase Green & Black's.

(Total 12 marks)

Q4

Leave blank

5. Critically assess the importance of branding in the confectionery market.

(40)

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M 2 3 8 7 1 A 0 8 1 2

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Q5

(Total 40 marks)

TOTAL FOR PAPER: 80 MARKS

END

M 2 3 8 7 1 A 0 9 1 2

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