

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

Monday 24 January 2011
Afternoon

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. 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

Answer all questions.

- 1 Fiona calculates that work on house sales generates an average contribution of £300 per sale. Stating an assumption, calculate (using the figures in line 43) the **additional** total contribution she might expect for the period February to May 2011.

Answer: [4]

- 2** Analyse **two** above-the-line methods of promotion which BDT could employ to help achieve the growth in commercial property work.

[6]

- 3** Evaluate market research methods which Fiona and Jayne could use to gain the information required in order to improve the marketing activities of BDT.

. [13]

- 4** Analyse **one** advantage to BDT of carrying out a SWOT analysis.

- [6]

- 5** Recommend and justify a marketing strategy which Fiona might use to increase sales at BDT.

[13]

. [13]

10

- 6*** Considering marketing **and other issues**, should BDT set up a central Birmingham office? Justify your view.

[18]

. [18]



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